INTERIOR DESIGN

OCTOBER 1959

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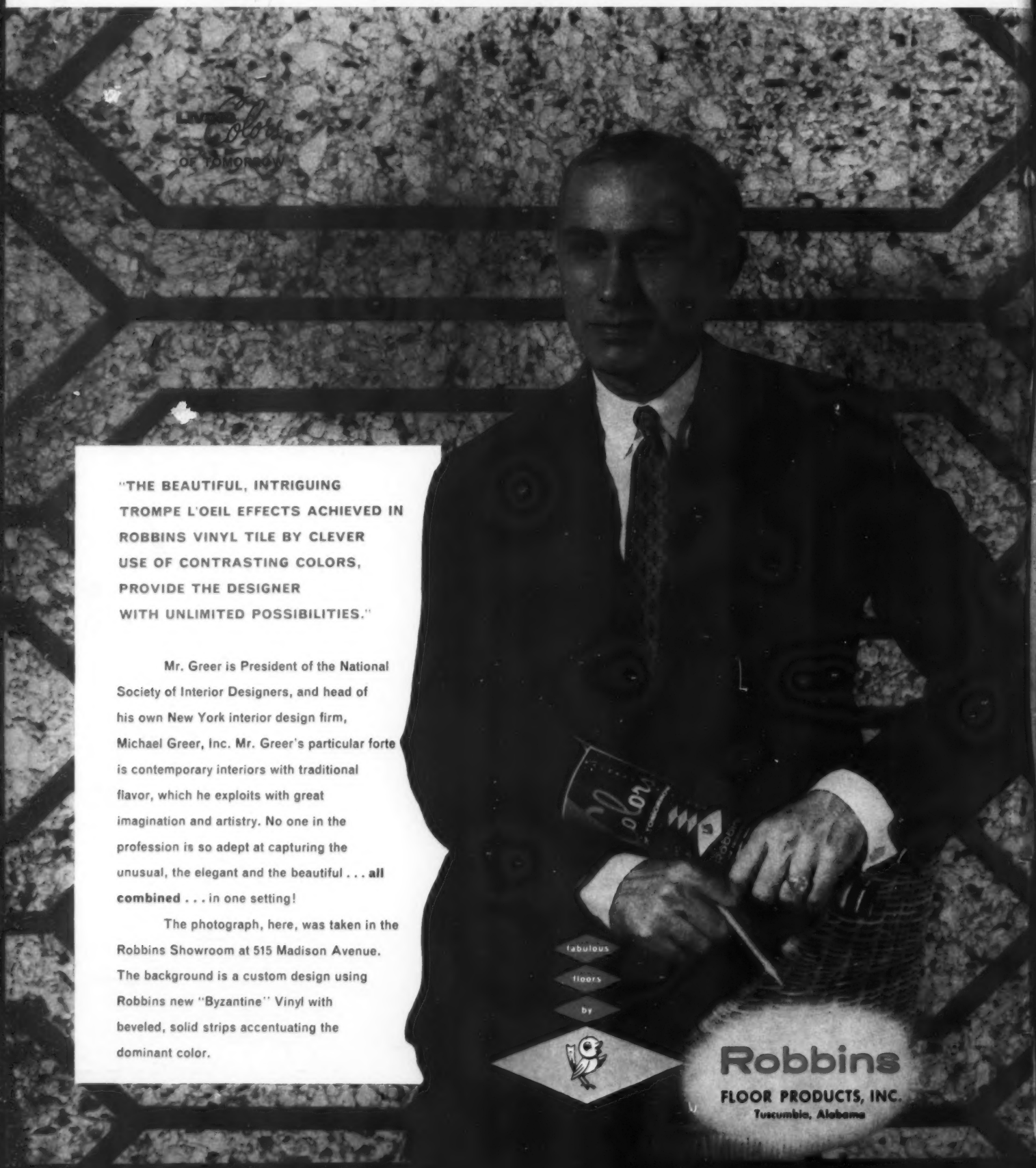

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Mr. Greer is President of the National Society of Interior Designers, and head of his own New York interior design firm, Michael Greer, Inc. Mr. Greer's particular forte is contemporary interiors with traditional flavor, which he exploits with great imagination and artistry. No one in the profession is so adept at capturing the unusual, the elegant and the beautiful . . . **all combined** . . . in one setting!

The photograph, here, was taken in the Robbins Showroom at 515 Madison Avenue. The background is a custom design using Robbins new "Byzantine" Vinyl with beveled, solid strips accentuating the dominant color.

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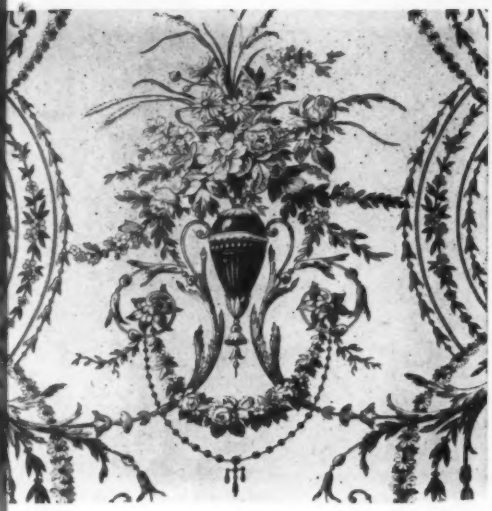
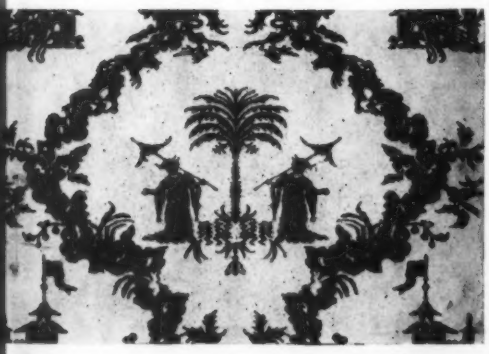


Petite Palais

Dogwood Blossom

Marie Antoinette



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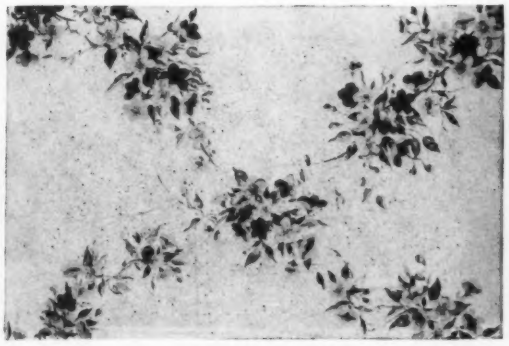

Cherry Blossom

Damask

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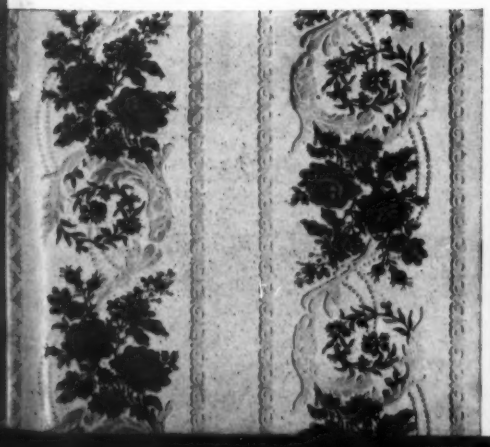

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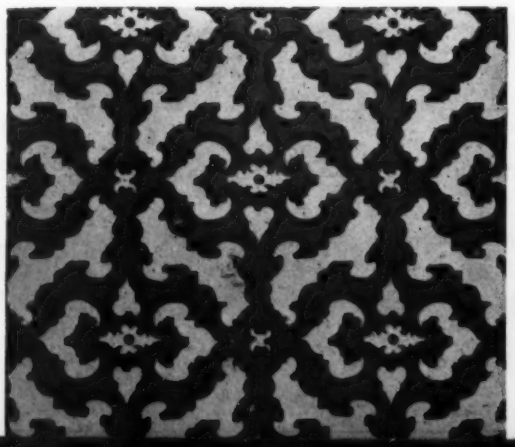

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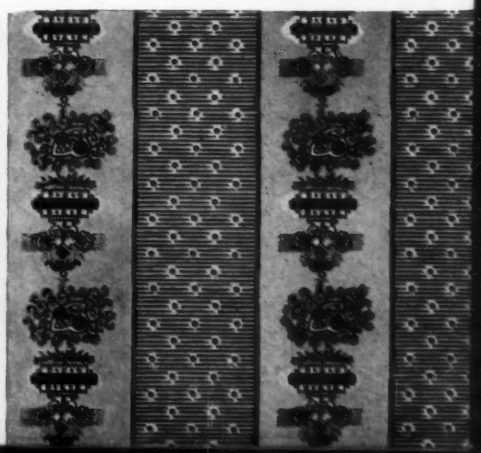

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INTERIOR DESIGN: founded in 1932 by Harry V. Anderson, published monthly by the Interior Design Division of Plymouth Rock Publications Inc., 34 North Crystal St., East Stroudsburg, Pa. Address all communications to: **INTERIOR DESIGN,** Executive, Editorial and Circulation Offices: 151 East 50th Street, New York 22, N. Y. Telephone PLaza 5-7291. Cables: Anddec New York, Teletype: New York 1-2034. Harry V. Anderson, President; Lester Dundes, Vice-President; Frank S. Streeter, Secretary and Treasurer; August R. Passetti, Ass't Treasurer. Subscription $5.00 for one year; $9.00 for two years; $12.00 for three years, in U. S. and Possessions, and in Canada; Foreign: $10.00 for one year. Single copies, $1.00. When changing address, give the old and new with postal zone number, if any, and allow five weeks for change. Manuscripts are sent at owner's risk and will be returned only when accompanied by a stamped self-addressed envelope. Entered as second-class matter June 25, 1954 at post office at East Stroudsburg, Pennsylvania, under the act of March 3rd, 1879. Title Registered U. S. Patent Office. **INTERIOR DESIGN,** The Decorator's Digest. Copyright © 1959 by Plymouth Rock Publications Inc. All rights reserved.

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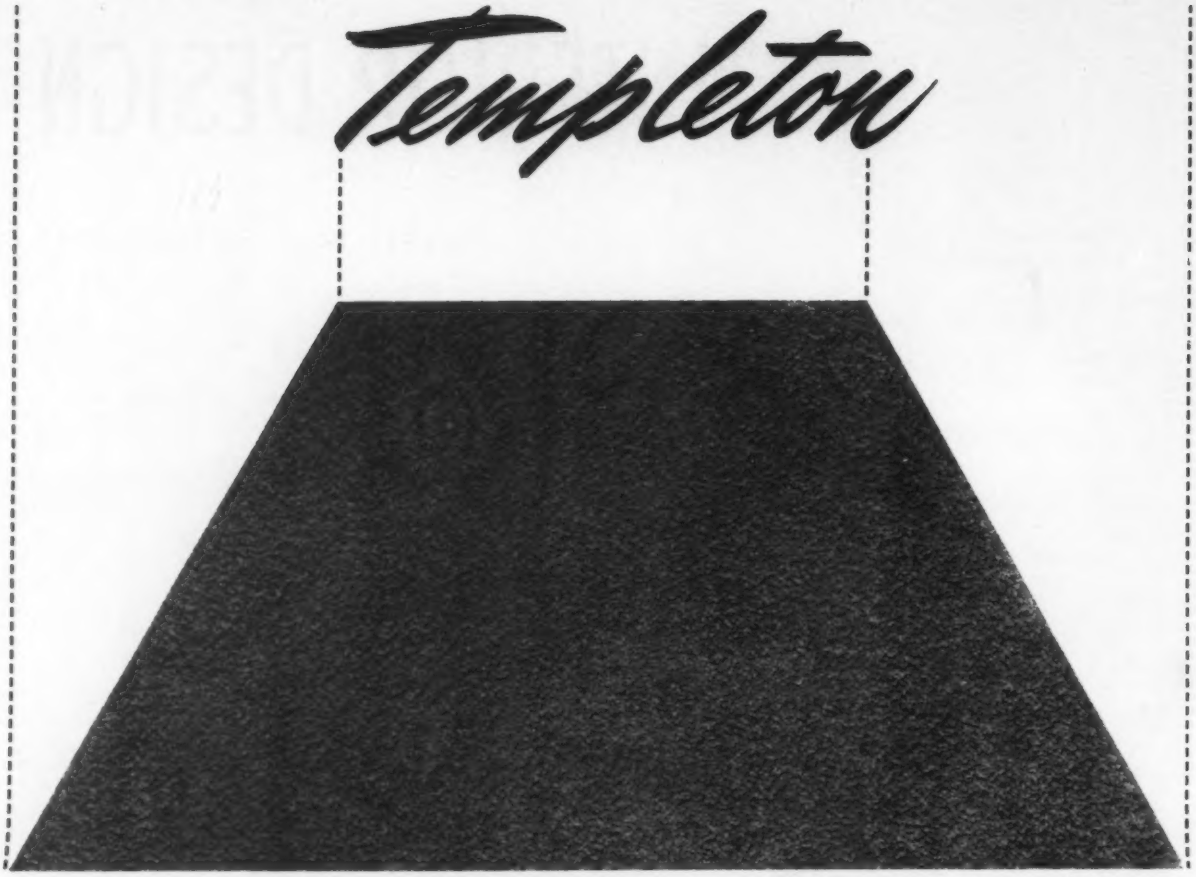

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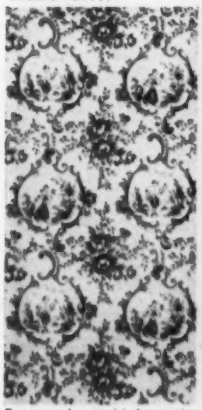

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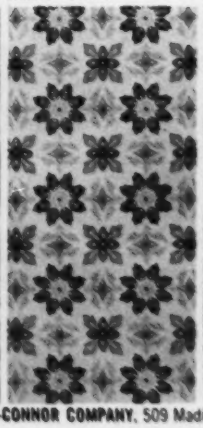

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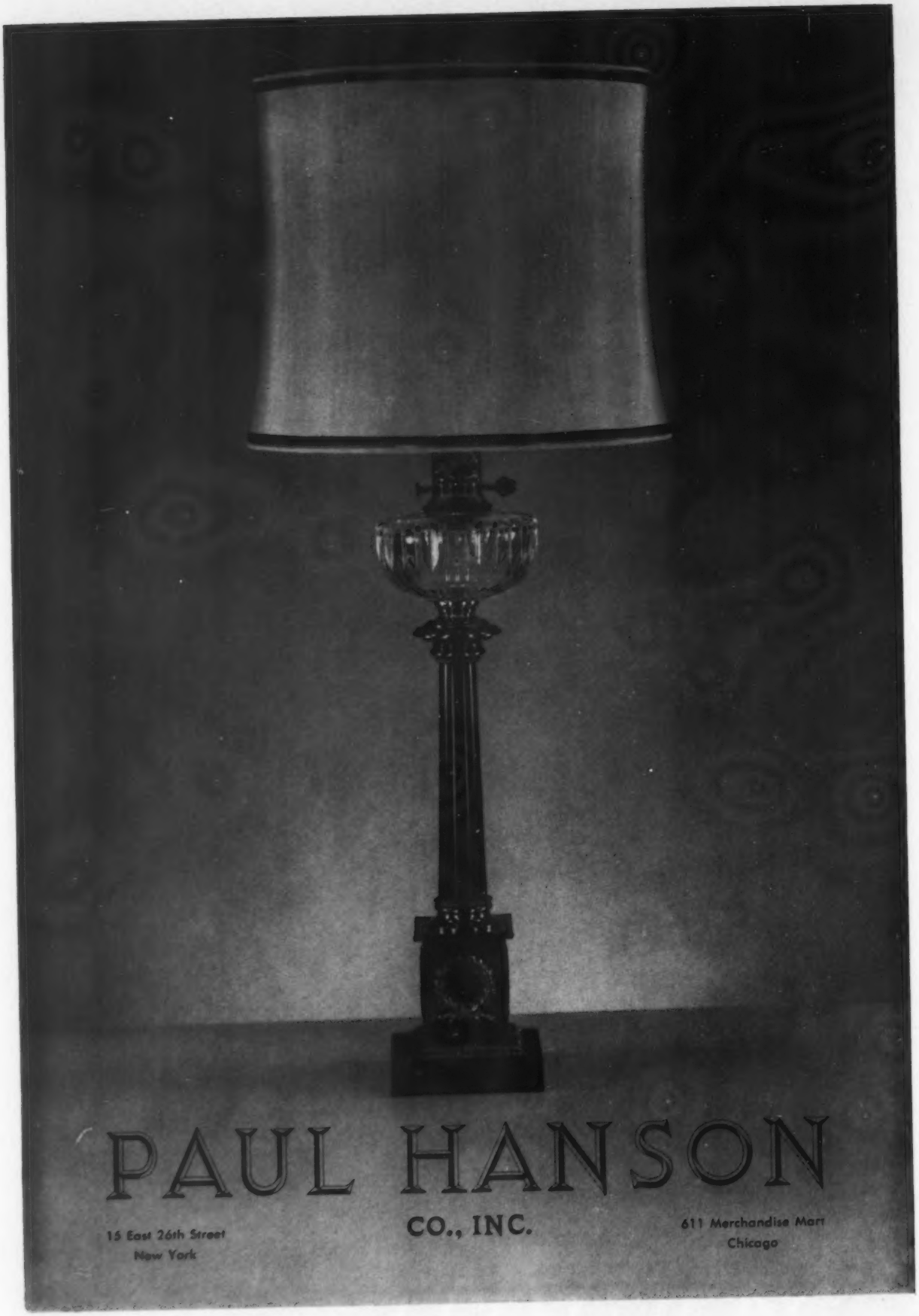
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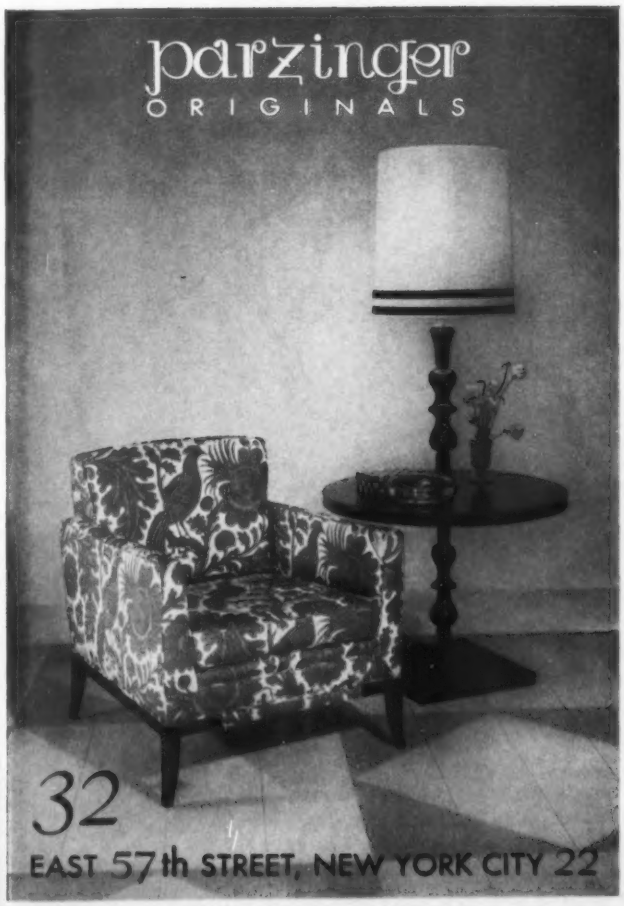
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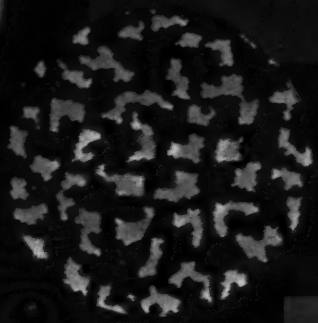

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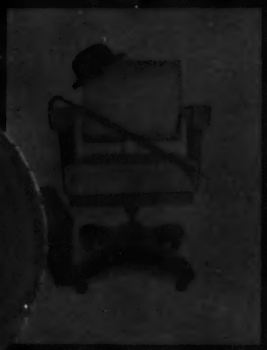

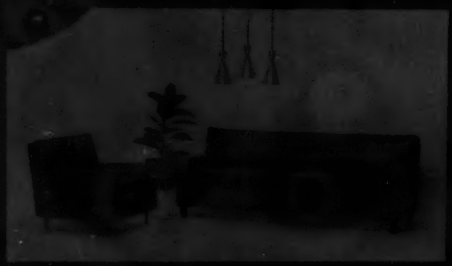

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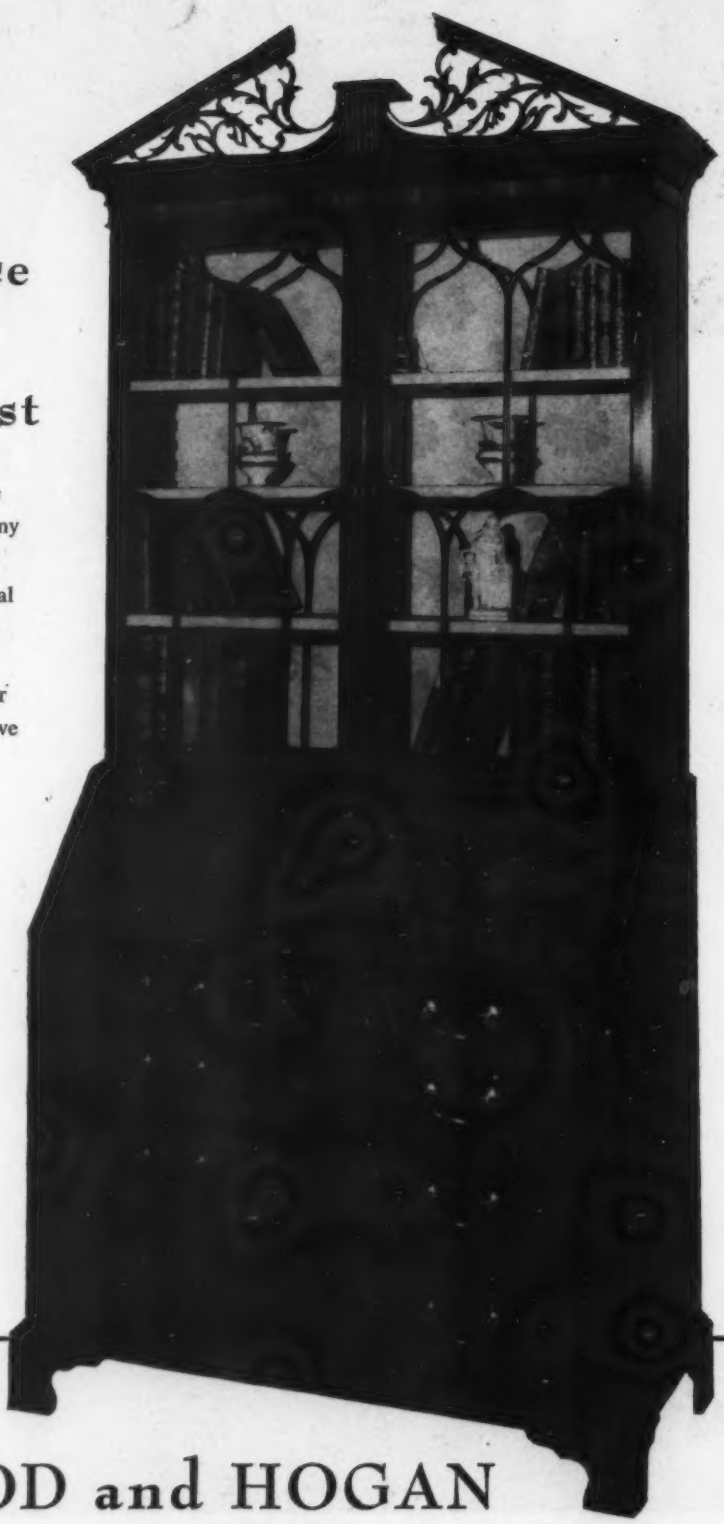

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A durable fire retardant finish that can withstand a great number of dry cleanings. Can be applied to cottons, rayons, wools, mohairs, or combinations. Fabrics treated with this process by Synthetics Finishing have low char lengths, with little or no afterflame or afterglow. Developed by American Cyanamid Co. and meticulously applied by S.F. in strict conformance with highest control standards.

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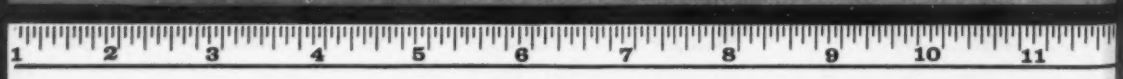

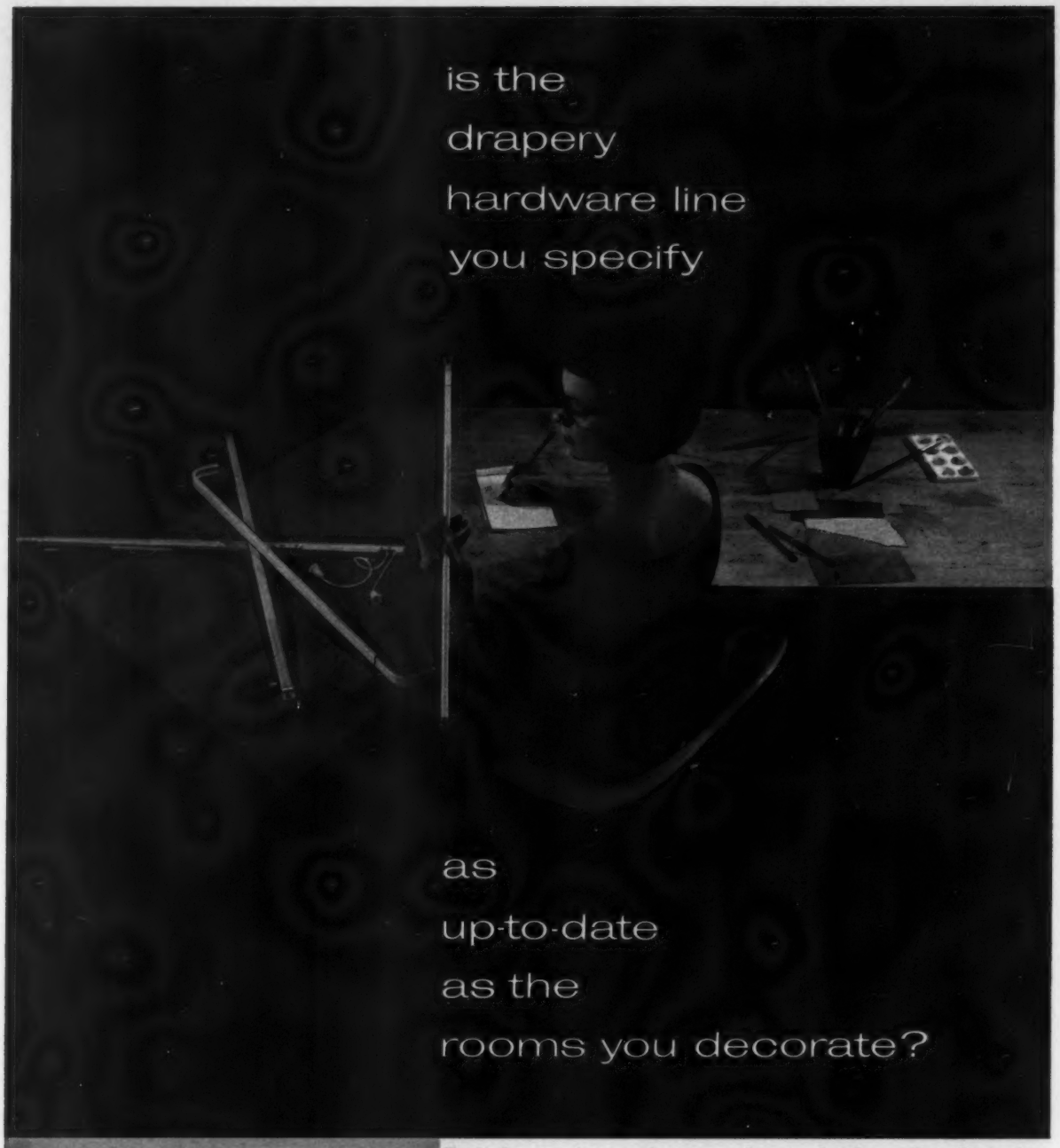

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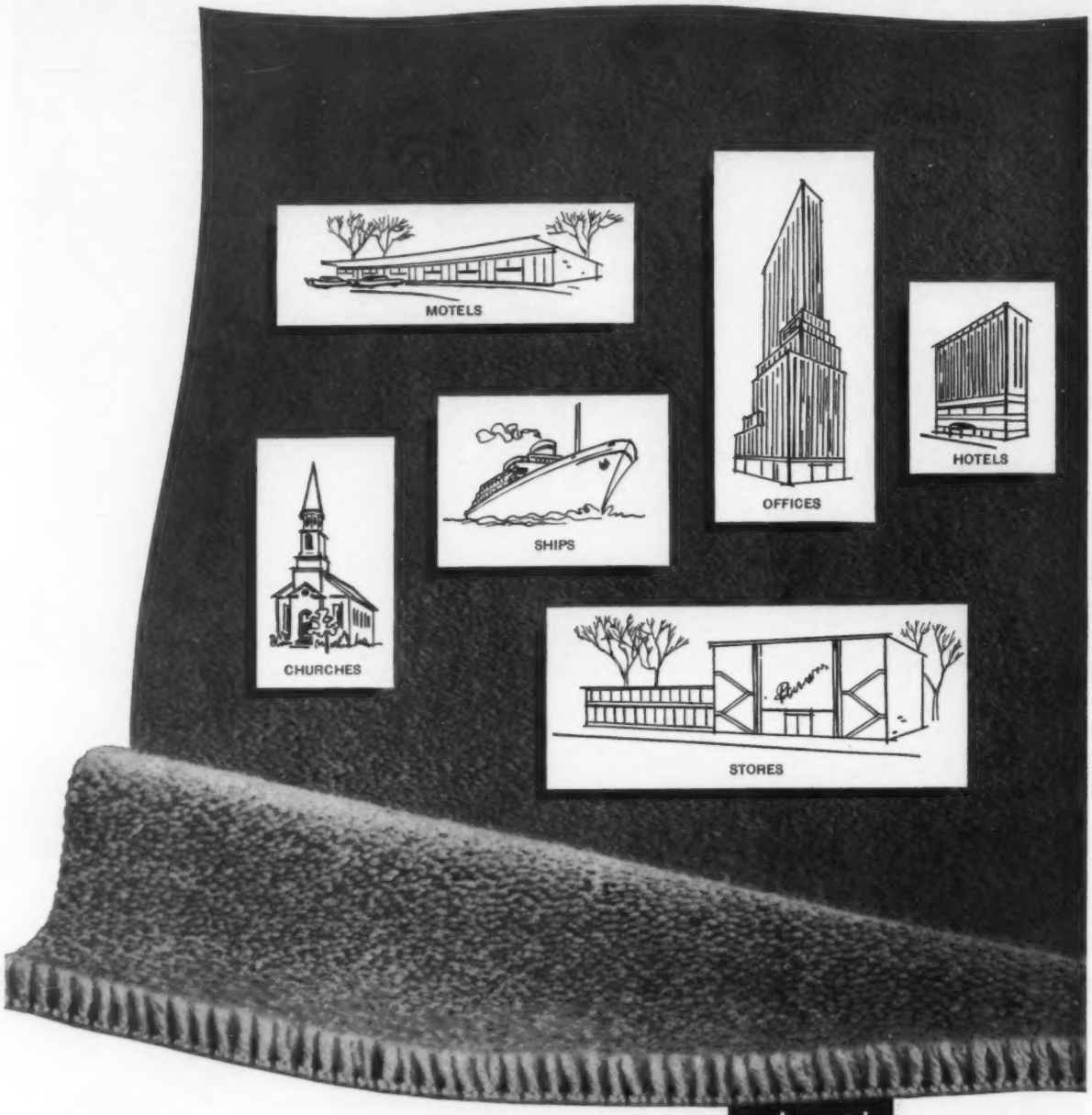

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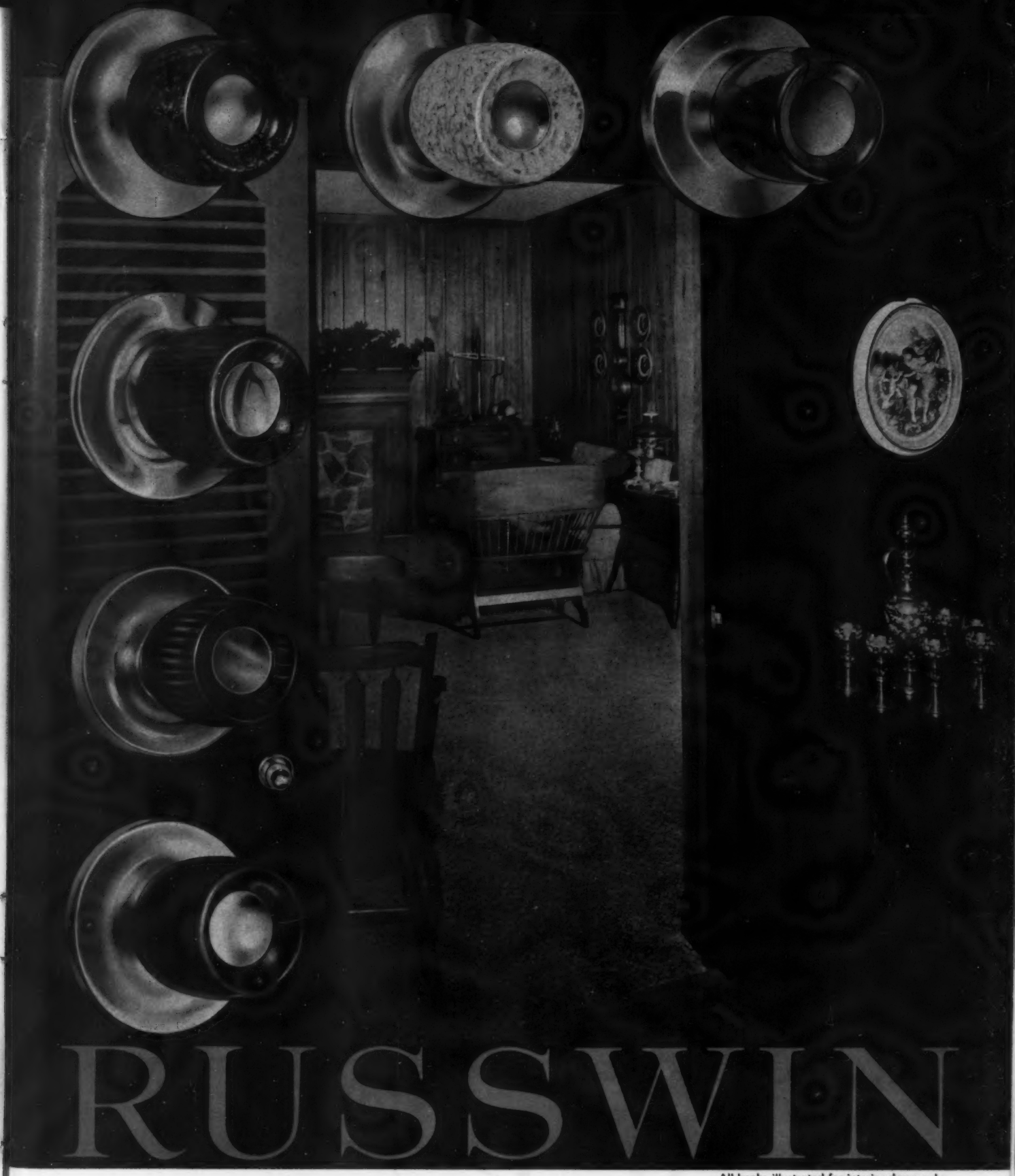

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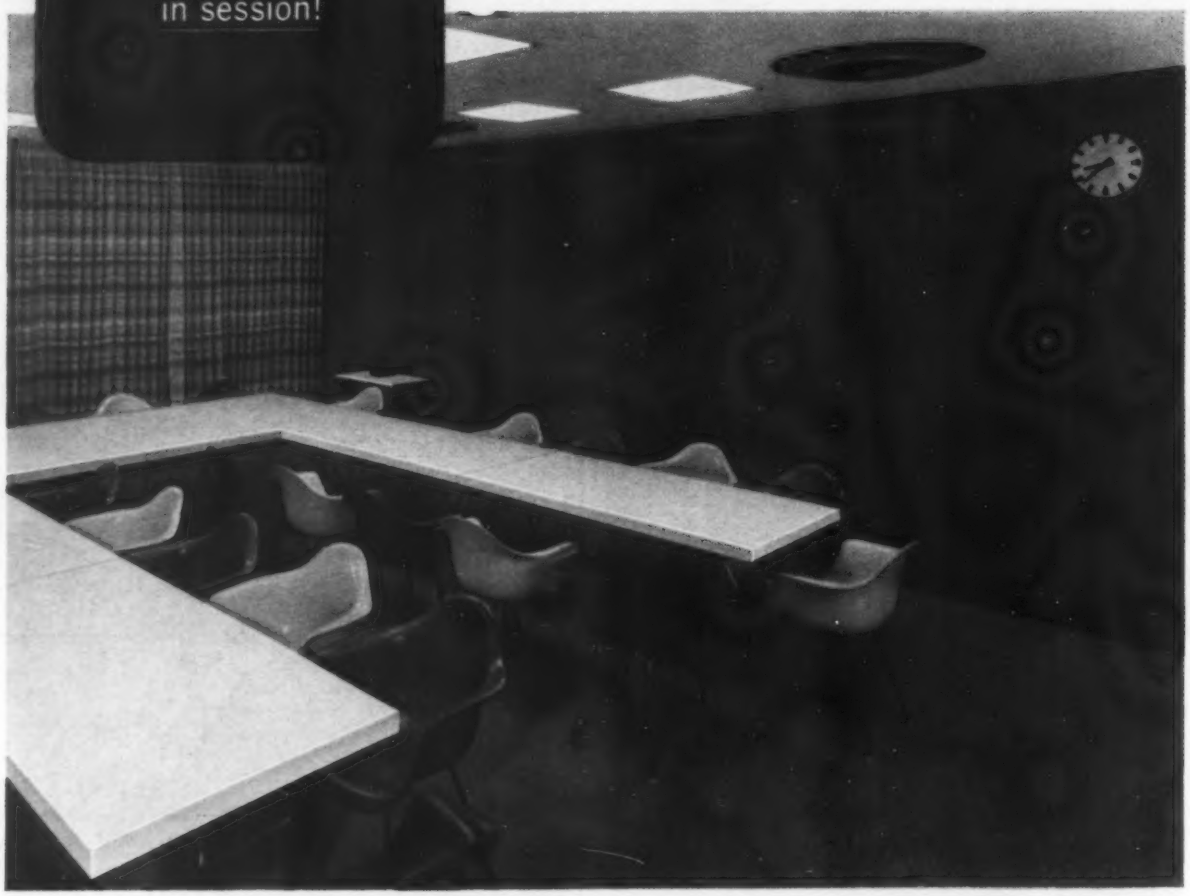

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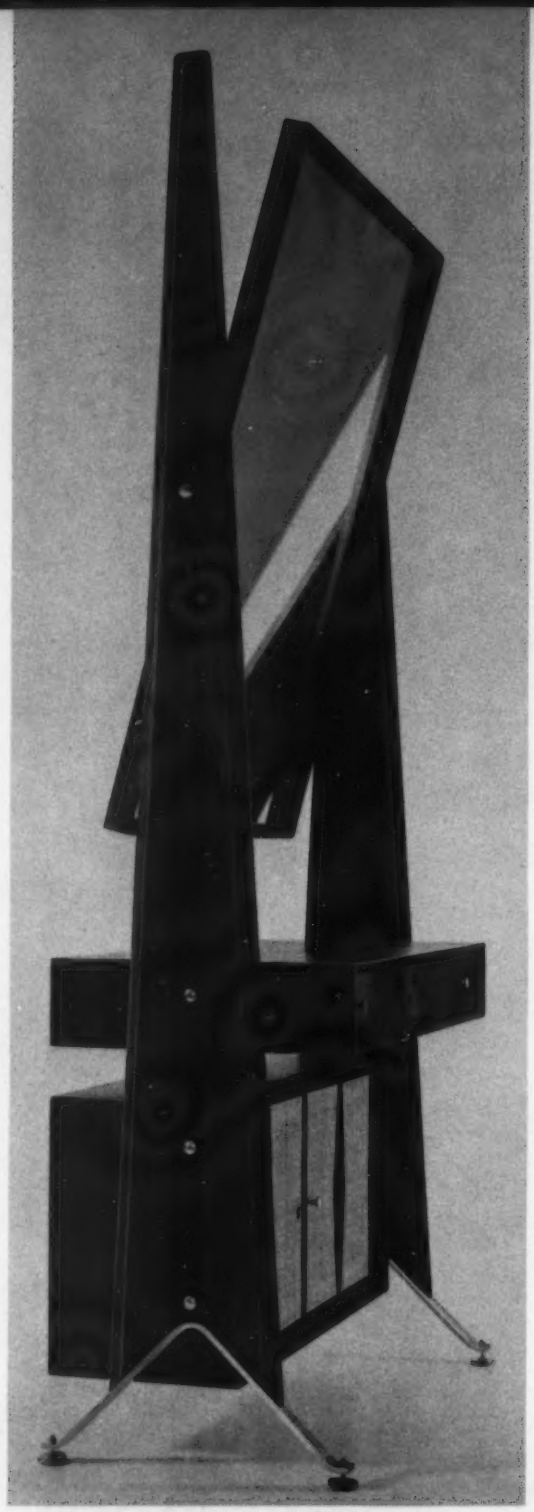

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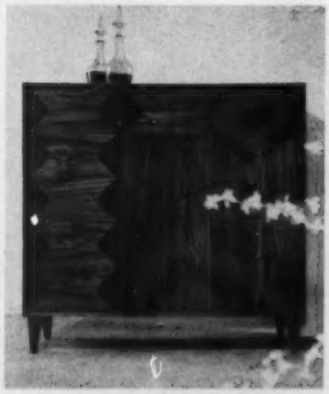

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VIEWING AREA: Splatter-dash pattern in turquoise, deep red and black. Pattern 9351, Color 711.

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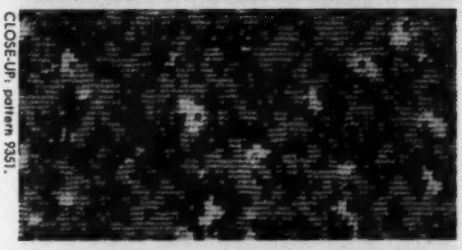
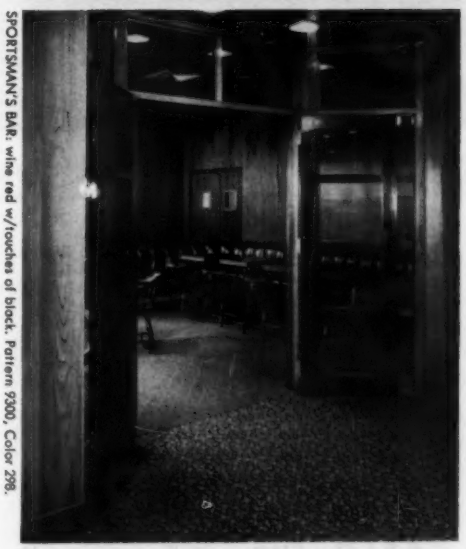


CLOSE-UP: pattern 9351.



SPORTSMAN'S BAR: wine red w/touches of black. Pattern 9300, Color 298.

"Cool, refreshing blues and greens, dramatized with lots of white, set my color scheme," says **Tom Lee, A.I.D.** "Naugahyde made my choice not only possible, but completely practical. Despite constant transient use, these fine vinyl fabrics keep their new looks with the minimum of care. I find the wide range of Naugahyde colors, patterns and textures an inspiration in itself."

"Comfort is of prime importance in the hotel-motel visit. That's why I specified Koylon Foam cushioning for all upholstered furniture. Wonderfully comfortable Koylon is clean, cool, non-allergenic and long lasting. Best of all is the way Naugahyde tailors over Koylon . . . corners are sharp and clean, contours are smooth and sleek."

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All furniture by the **Simmons Company**, Chicago, Illinois. Chairs in moonstone-blue Glazed Antique and bitter-green Midas patterns of Elastic* U.S. Naugahyde. Walls covered in blue Midas Naugahyde. Tropicel® translucent panels by U. S. Rubber. Luggage of U. S. Royalite® by **Platte**.

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United States Rubber

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"Drama, luxury and comfort were the keynotes for this cocktail lounge," says **Henry End, A.I.D.** "That's why I chose Naugahyde upholstery. The colors are clear and exciting, the textures full of interest, and best of all, I like the way it tailors smoothly and cleanly over the unbeatable comfort of Koylon Foam cushioning. It's a combination I've found to be completely successful."

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HENRY END, A.I.D., of Miami, Florida, designs the indoor-outdoor restaurant of the future with the emphasis on brightness, lightness and luxury... all made completely practical with U.S. Naugahyde. This finest of all vinyl upholstery is ideal for use in public rooms ... spots, fingermarks, even sticky and greasy food and drink stains wipe off with a damp cloth, leaving the color and texture bright and fresh as new. Yet for all its look of luxury, Naugahyde is long wearing and exceptionally durable. Elastic* Naugahyde and new self-ventilating Naugaweave – both chemically compatible with Koylon Foam cushioning—are available in a wide range of patterns, textures and colors to go with every type or period décor, whether for home furnishing or commercial installations.

On the Outdoor Dining Terrace: furniture by **The Howell Company**, St. Charles, Illinois. Chairs in white and carnation Burnished Antique pattern of Elastic U.S. Naugahyde. In the Cocktail Lounge: furniture by **Shelby Williams Mfg., Inc.**, Chicago, Illinois. Chairs in cardinal Doe-Vin Naugahyde, banquette and bar stools in black Midas Naugahyde. In the Coffee Shop: chairs by **Shelby Williams Mfg., Inc.**, counter stools by **Chicago Hardware Foundry Company**, North Chicago, Illinois. All in white Midas Naugahyde.

*Patent applied for

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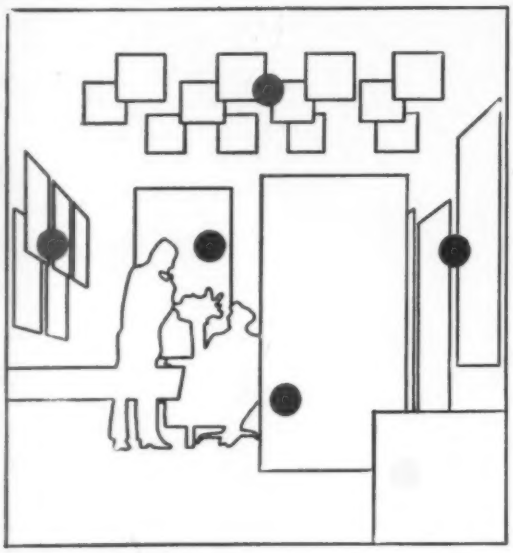

FOUR SAMPLES . . . FROM AN IMMENSE FUND OF ARCHITECTURAL IDEAS IN GLASS . . . are shown above and on the reverse, to suggest to you the wisdom of checking *American-Saint Gobain* specs—whenever glass is part of your design. All the types and characteristics listed below . . . and combinations thereof . . . in the widest range of sizes and thicknesses . . . are available from this one source.

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FINISHES: textured; Satinol®; frosted.

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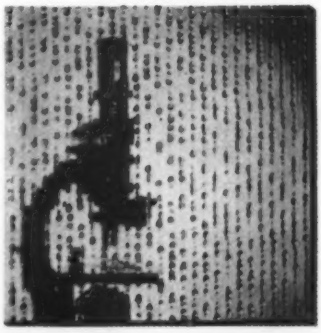

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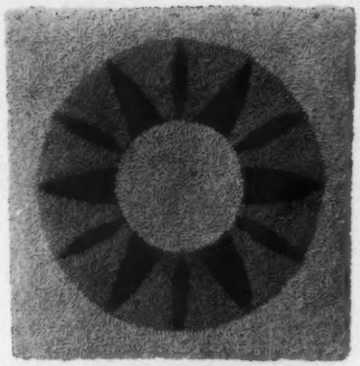
Market Spotlight

A BRIEF GUIDE TO NEW SOURCES AND PRODUCTS



Exclusive Handwoven Rugs

A striking group of original carpet patterns is on display at Carpets by Sinclair, 13541 W. Eight Mile Rd., Detroit, Michigan, combining the luxury of handwoven elegance with 100% virgin carpet wool. The collection is designed by John Erman and woven entirely to the decorator's specification. In appearance, the designs bear a striking resemblance to a contemporary painting, their varying degrees of cut and looped pile producing unusual textural and color effects. Special designs and colors pose little problem since the carpet yarn is first skein dyed to a color swatch, and then is woven to the exact shape specified. In this way, any possible waste is eliminated and designs can be made into either area rug or broadloom carpeting. Among the many exciting choices is one of Far Eastern influences: *The Rising Sun* with spherical shapes in cocoa color on a beige background bordered in orange; *The Carnival* is gay and spirited with a looped yarn ground in turquoise and sprinkled polka dots in lavender which in various sizes gives the rug a three-dimensional quality.

J. B. Metal Components

Today, when most city apartments present mere plaster shells as walls, the role of interior architecture grows increasingly important enabling the interior designer to create a distinguished backdrop when there is none. Julius Blum and Company, Carlstadt, New Jersey, metal fabricators, introduce a wide variety of ornamental metal components of every style and description for fabrication and assembly into room dividers, window grilles, cornice treatments, radiator facings, railings, balustrades and applied decoration of all kinds. For example, all types of beautiful cast iron treillage work can be found here, in tulip, rosette, acanthus leaf, Gothic arches and many other designs. Traditional and modern balustrade components can be specified in aluminum, bronze and steel in traditional and modern stylings, and ornamental hardware includes exotic crestings, ornamental nails and mouldings as well as applied designs for unlimited application.

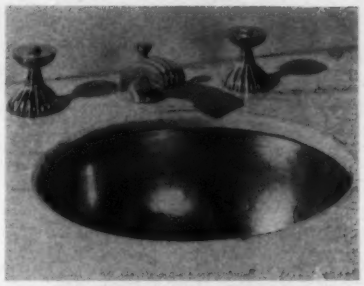
Antiques from the Country

A fascinating collection of country antiques including both furniture and accessories is available at Richard Camp, 306 East 53rd Street, New York.

Striking for their qualities of yesteryear charm yet adaptable to contemporary settings, the designs are set in a country barn atmosphere offering you and your client a delightful afternoon of browsing. Your special finds may include one of the firm's wide selection of old bentwood rockers, or the chair and ottoman, illustrated, in wrought iron, patent 1928, suitable for both the traditional and modern interior. This special quality of timelessness also earmarks a group of handwired accessories including a dressmaker's form, cira 1860, which resembles so much of the contemporary sculpture seen today and several wire silhouettes of animal forms displayed as wall decoration.

A Bathroom Design

Marion Wieder, 120 East 57th Street, New York, specialist in bathroom décor, announces her latest concept in faucet fixture elegance. *Classic*, a spout set



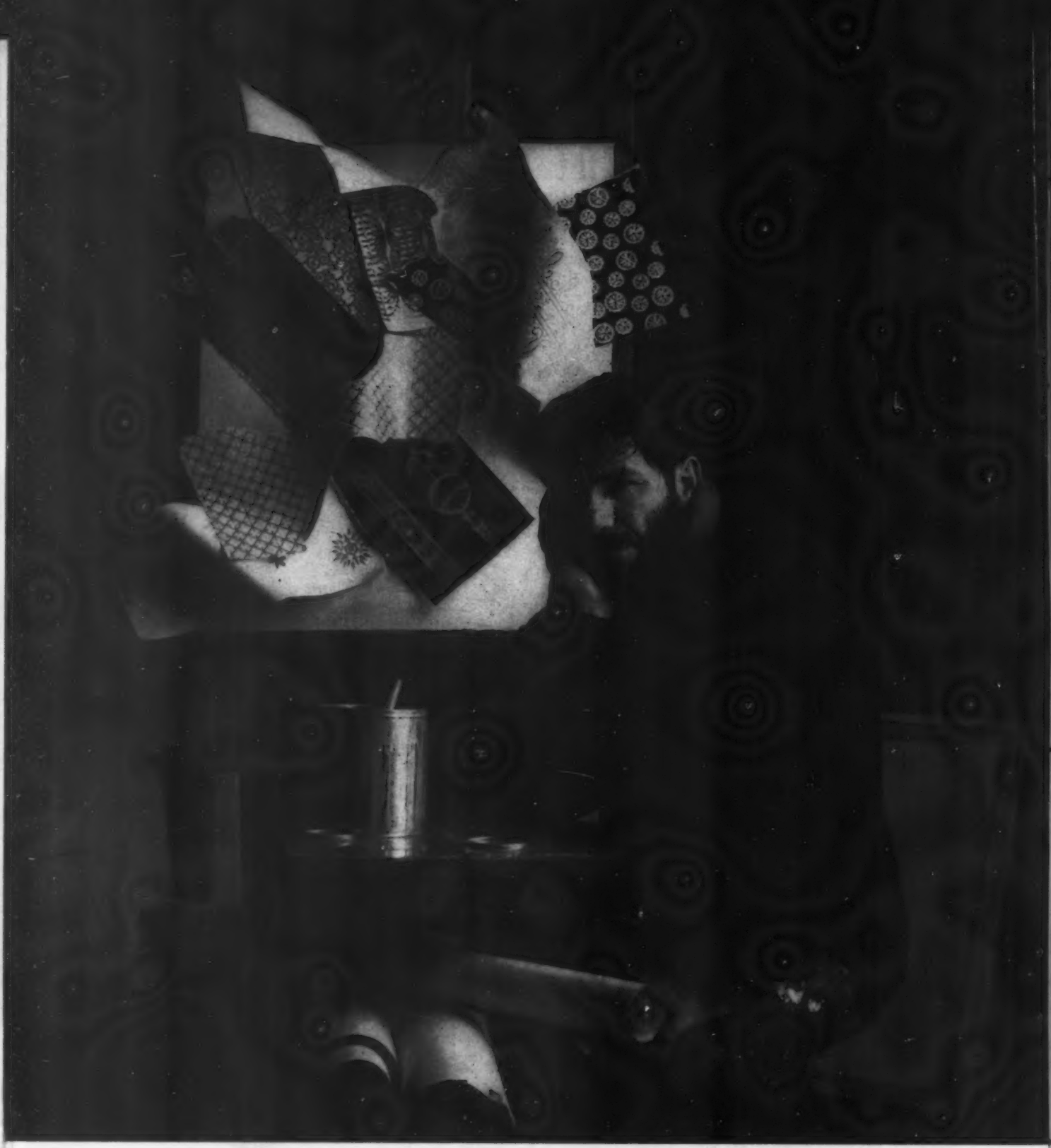
available in solid brass, 24-K gold, or silver plate, is especially designed to go in the contemporary bathroom and yet is handsome enough to be considered for the traditional scheme. A variety of specially decorated basins can be matched as an attractive ensemble unit, with the entire job supervised and engineered by the firm. A complete catalog, describing these and other Marion Wieder exclusives, is available upon request.

Decorative Accessories

Authentic Early American styling marks an unusual collection of lamps and accessories by Zona Associates, 1241 Ellsmere N.E., Grand Rapids, Michigan. The designs include jugs, butter churns and wagon wheel hubs used by the Early American settlers. These have been converted into exciting lamp bases with simple textured shades to complement their rustic

charm. The hub lamp models are 42" high, come with a choice of spokes pulled, spokes cut flush and sanded, or with the spokes protruding. The jugs and butter churns, 26" to 52" high, are decorated with the craftman's own signature which is worked into an attractive motif.

Continued on page 52



GREAT MOMENTS IN FINE ART. Morris Syndergast embarks on what he terms a new experience in cellular adhesion, in his prize-winning **COLLAGE FOR FINE ART WALL PAPER.** The work will be viewed to a jazz accompaniment, "Fine Art Flocks Trot". You'll find custom colored Fine Art flocked wall paper and coordinated fabrics on any of many grounds.

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Kennedy Foundation, Campion Hall, Boston College
Parker House Hotel, Boston

Market Spotlight

continued from page 49

Beige . . . All Beige

One of the brighter banners in the preview of the style parade for fall is the exciting new *Beige Collection* of handprinted sidewall and panel wallpapers by Katzenbach & Warren, Inc., 575 Madison Avenue, New York, offered to meet the increasing demand for wall decorations in shades of *beige* and *white*. The designs include abstractions, rubbings of carvings, classic motifs, damask patterns, grilles, mosaics, tapestries and scenics—the work of a roster of designers outstanding in their field: Oscar Berger, Domjan, Marion V. Dorn, John Drummond, Guy Irwin, Paul Johnston, Justema, Ilonka Karasz, Lanette, and Peter Mitchell. All the designs are in shades of beige and white, with occasional accents of metallic gold and silver, or here and there a touch of pastel pink or blue in flowers, or bold and dramatic motifs in black and white. From this rich store we have selected four representatives designs for mention: *Wire Diamond*, a design of diagonal lines of heroic scale, most valuable for increasing the visual dimensions of a room, metallic gold on white; *Tyrolean Birds*, by Domjan, a sophisticated design also in metallic golds on white, and in gray-green on buff; *Midnight Supper*, a three-strip panel in the grand manner for many uses, in charcoal and white on gray or ivory silk; and *Pierced Screen*. beige on ivory, copied from a section of an antique French screen and with many possibilities of architectural arrangements. All of these wallpapers are in stock and available for immediate delivery, or, in addition to the colors mentioned, in any desired colors.

Continued on page 56

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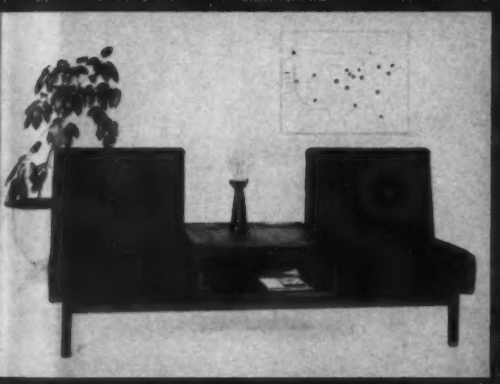
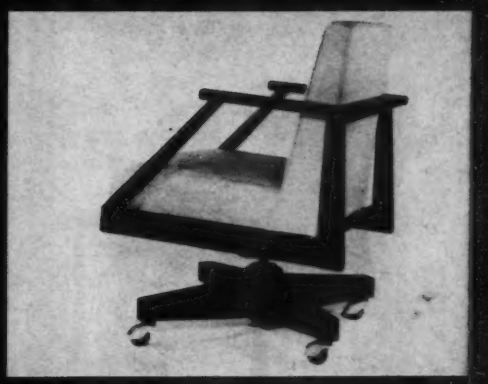
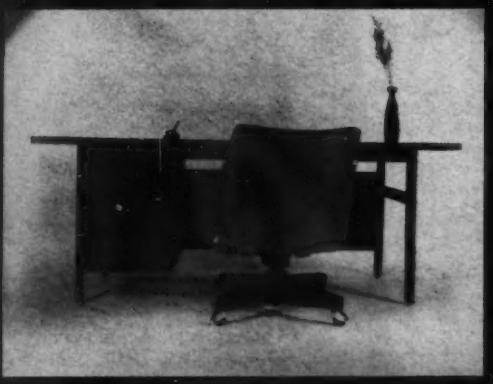
Tasteful, versatile, durable furniture for people who work or wait. Desks, cabinets, tables, sofas, chairs, modular seating units. Photographs and ¼":1' scale drawings of all pieces are shown in the Marden Planbook for Commercial Interiors. Planbook contains plates that can be removed for use in your own presentations. For your free copy, fill out and mail coupon.







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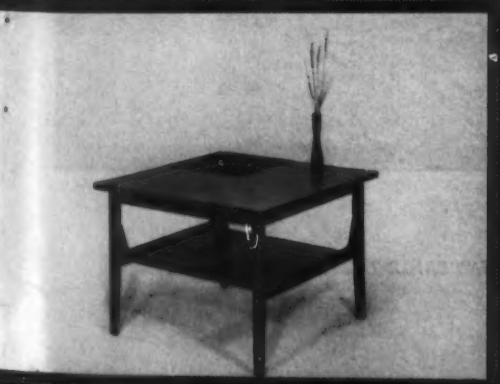
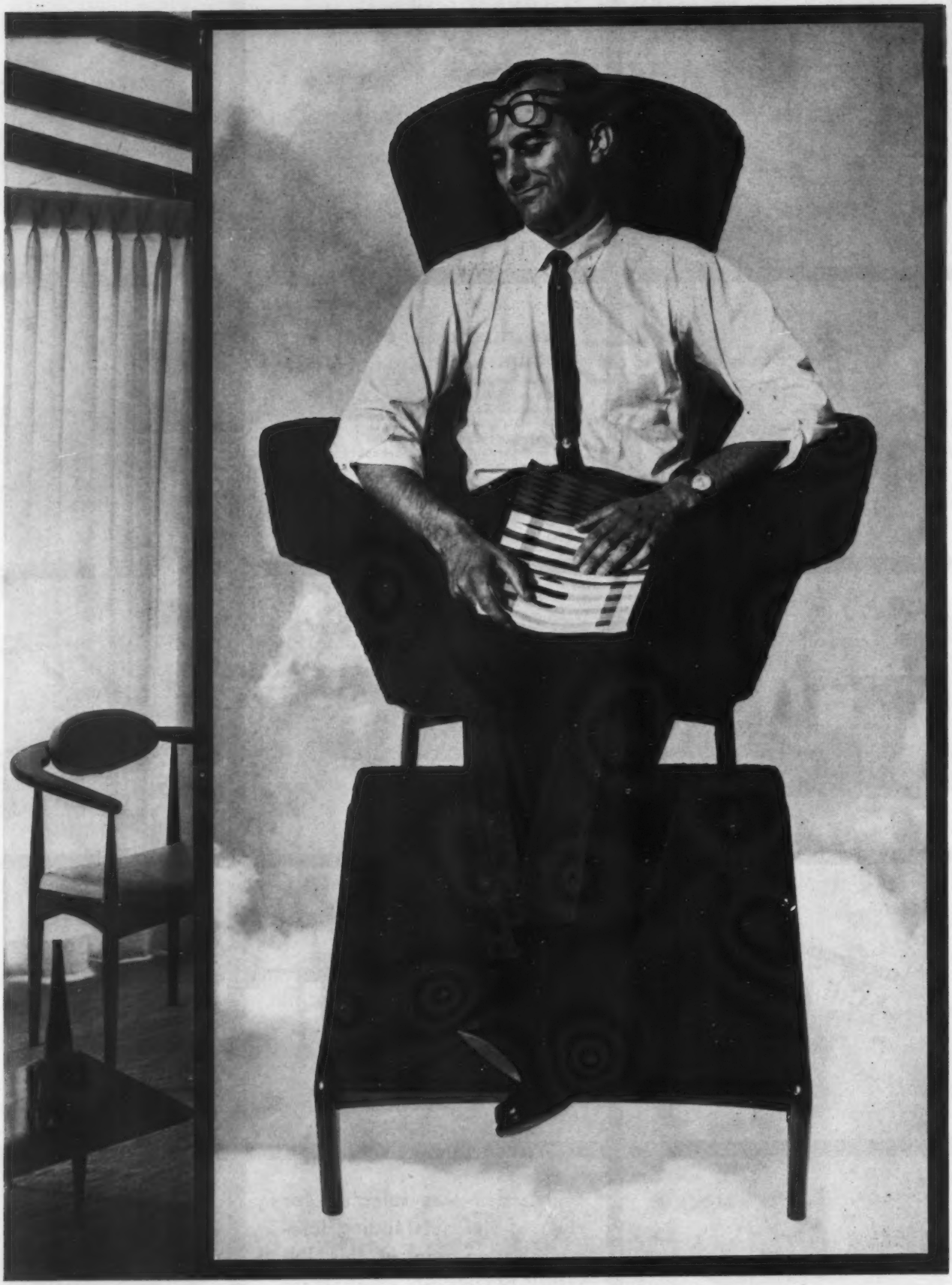
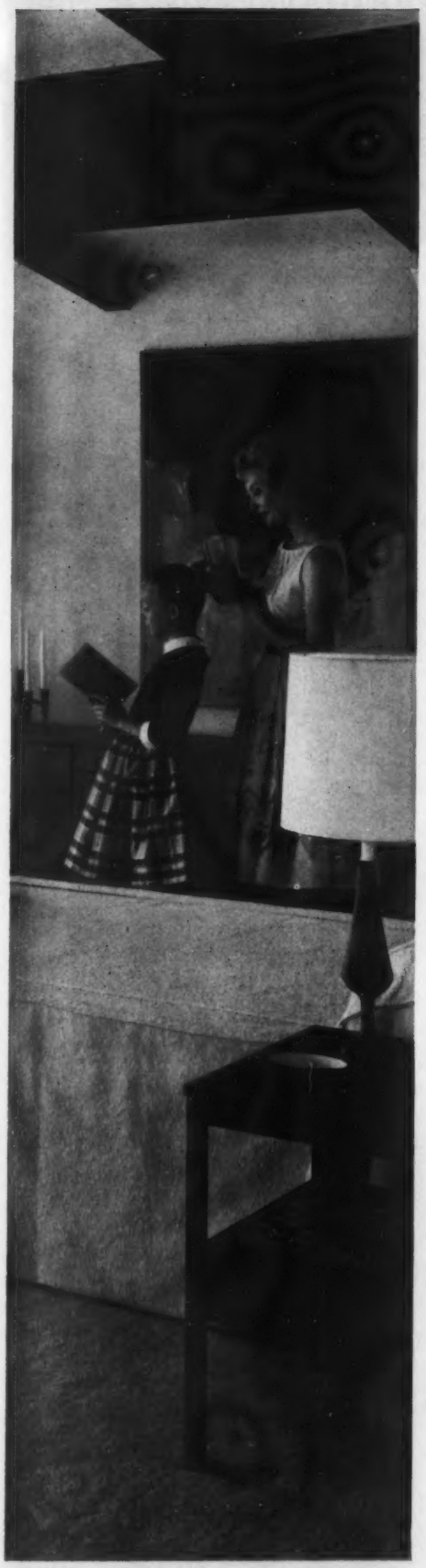


Marden was selected for two of the outstanding interiors appearing in this INTERIOR DESIGN all-contract issue:

College of Education, Michigan State University interior design by Weger Interiors.

Butterfield Country Club, Hinsdale, Illinois interior design by Pond's Interiors.





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Firestone

FOAM RUBBER

Fall River, Massachusetts

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Market Spotlight

continued from page 52

Furniture of Distinction

Traditional or contemporary—there's an excellent selection of both in furniture by J. L. Metz. Their newest collection called *Contempora* was introduced to commemorate the firm's 60th anniversary as a manufacturer of fine furniture. Contrasting materials and handsome woods distinguish this 90-piece group of bedroom, dining room and multipurpose furniture: Carpathian elm in combination with cherry; panel inlays of marble, cane or glass; brass bases and trim. The result offers great warmth and design interest as seen in the two-door cabinet and tall mirror, both with marble inserts, shown here with a high-back dining-side chair. The two traditional designs are from the firm's *Old Provence* collection of dining and bedroom furniture offered in "weathered cherry" (a warm gray with tones of brown coming through); "Chateau" and "Patina Royal" (light fruitwood tones); or French white and gold painted finish. The breakfront, measuring 68″ wide, 21″ deep and 82″ high, has two linen trays behind the right hand door, silver storage compartments in the top drawers, and such details of craftsmanship as carved back posts—something of a Metz trademark. The 12-drawer commode is 73″ wide, 23″ deep, 35″ high and would be a graceful and useful adjunct to any bedroom. For further information and the names of distributors, write J. L. Metz Furniture Company, 252 Wildwood Road, Hammond, Indiana.

Continued on page 60

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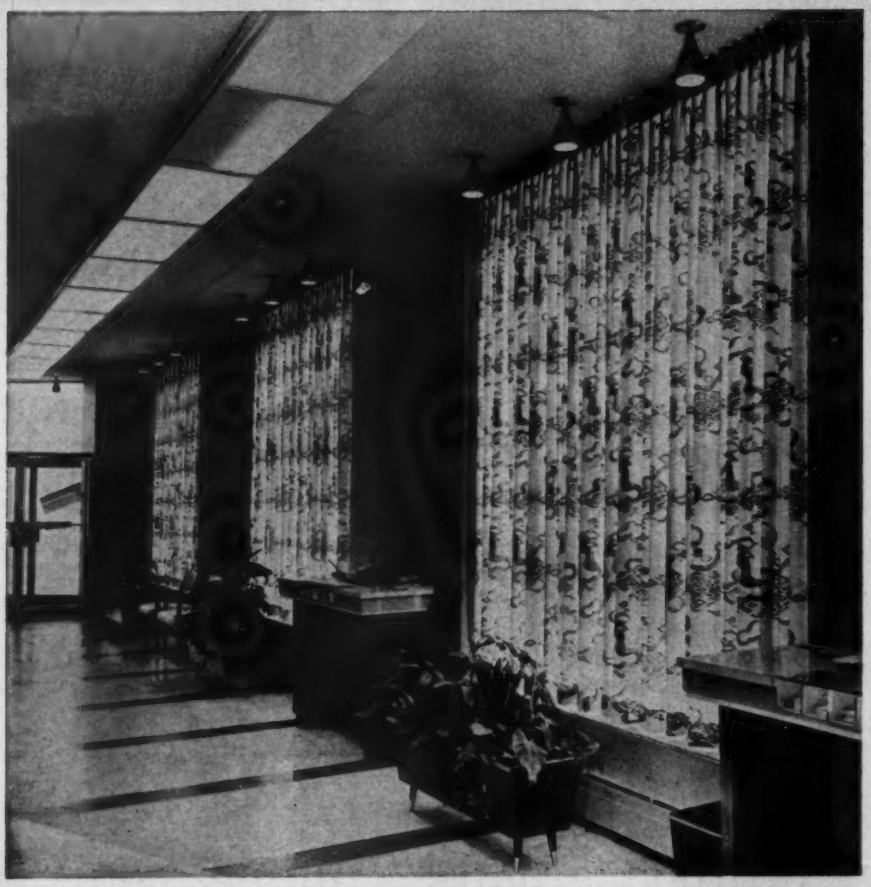

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Market Spotlight

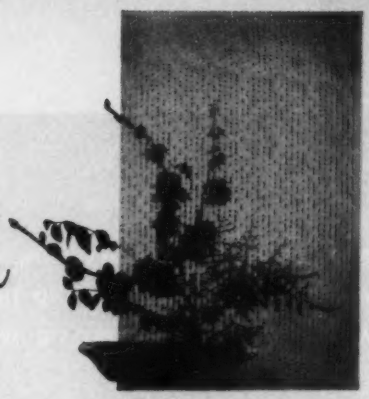
continued from page 56

18th-Century Furniture Designs

French furniture designed in the elegant manner of the 18th century keynotes Auffray & Co. furniture collection, 921 Third Avenue, New York. The designs consist of authentic copies of period pieces, many of which answer a number of specific needs today. For example, a special group of armoires available in both painted and wood finish with beautifully handcarved detail and chicken-wire door accents presents a perfect solution to supplemental storage requirements. Concealed within these handsome cabinets are door and drawer sections to hold clothing and a variety of bric-a-brac. Or if you prefer, the unit can be specially designed to house your client's Hi-Fi and TV components. Illustrated here are additional examples of the firm's designs marked by the same quality of timelessness and excellent craftsmanship: simplicity of design detail is a feature of the handsome Louis XVI expandable dining table and fruitwood cane-back chairs; the small Louis XV walnut commode is a useful storage unit for bedroom, living room and hall; and the charming painted desk with sliding leather tray is ideal for a lady's boudoir and equally striking in the corner of a living room.

Continued on page 64

Pattern for Tomorrow!



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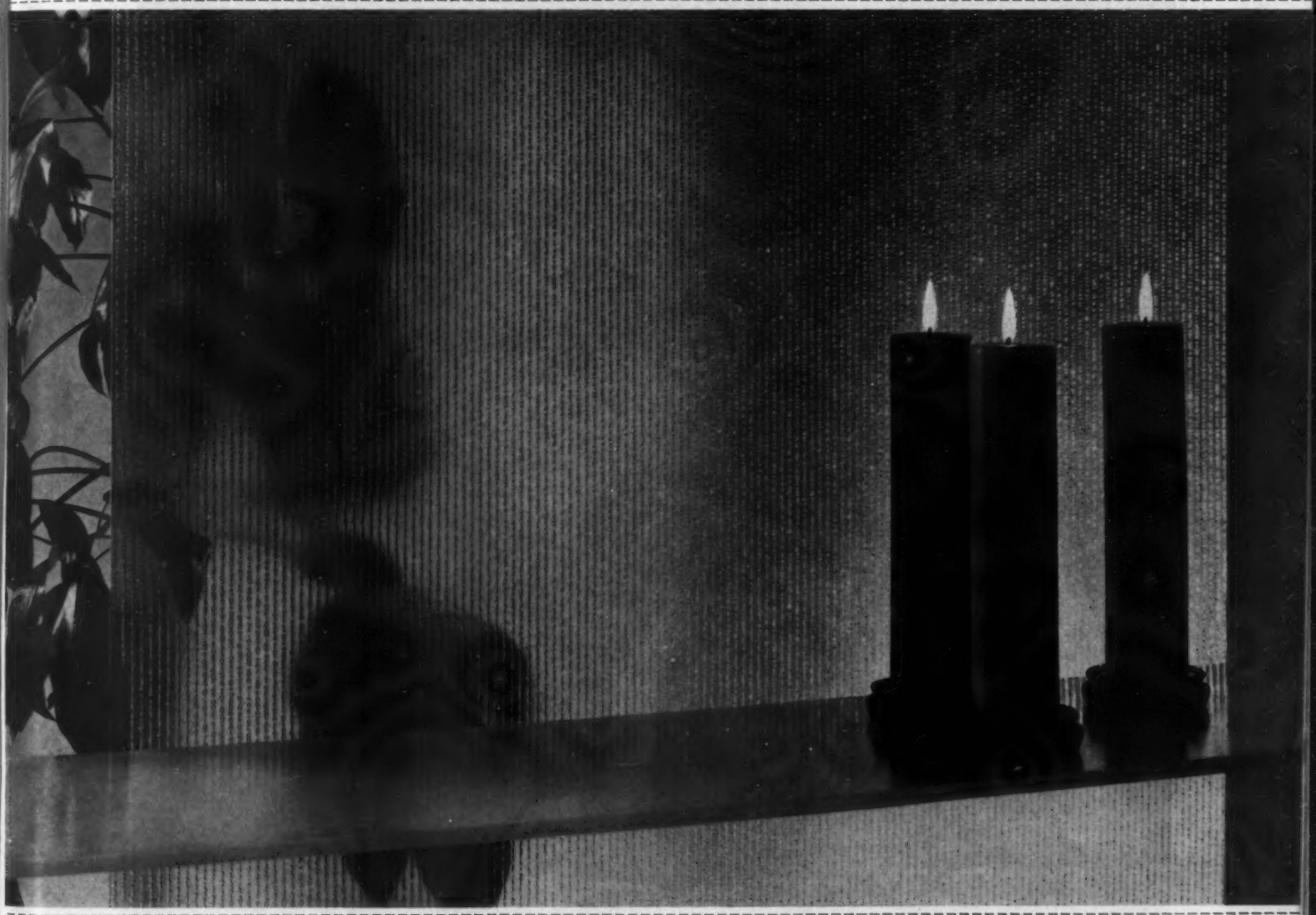

Idea Department

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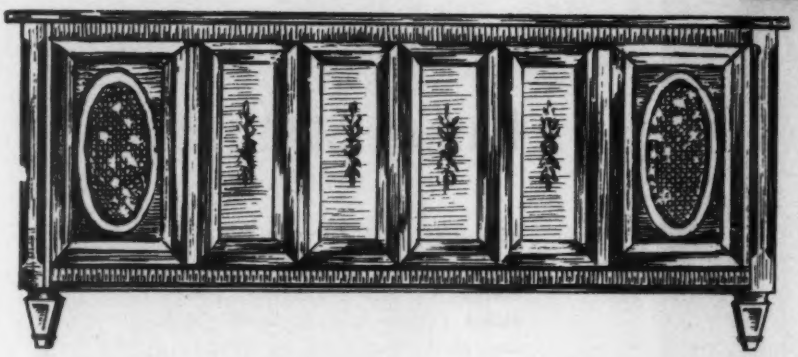

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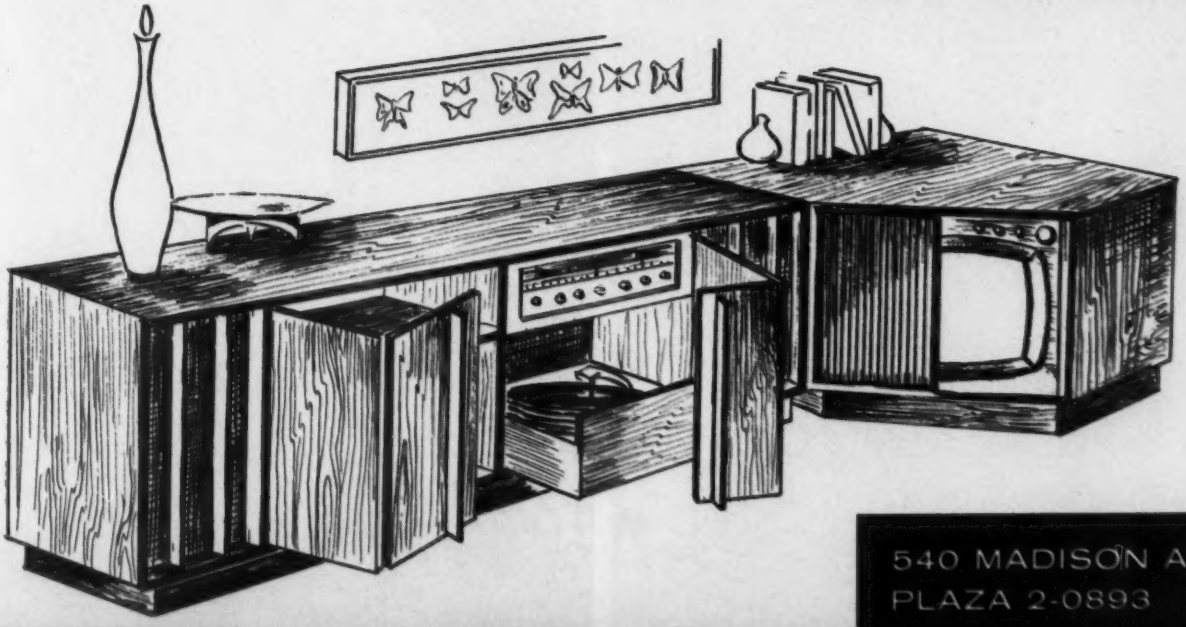

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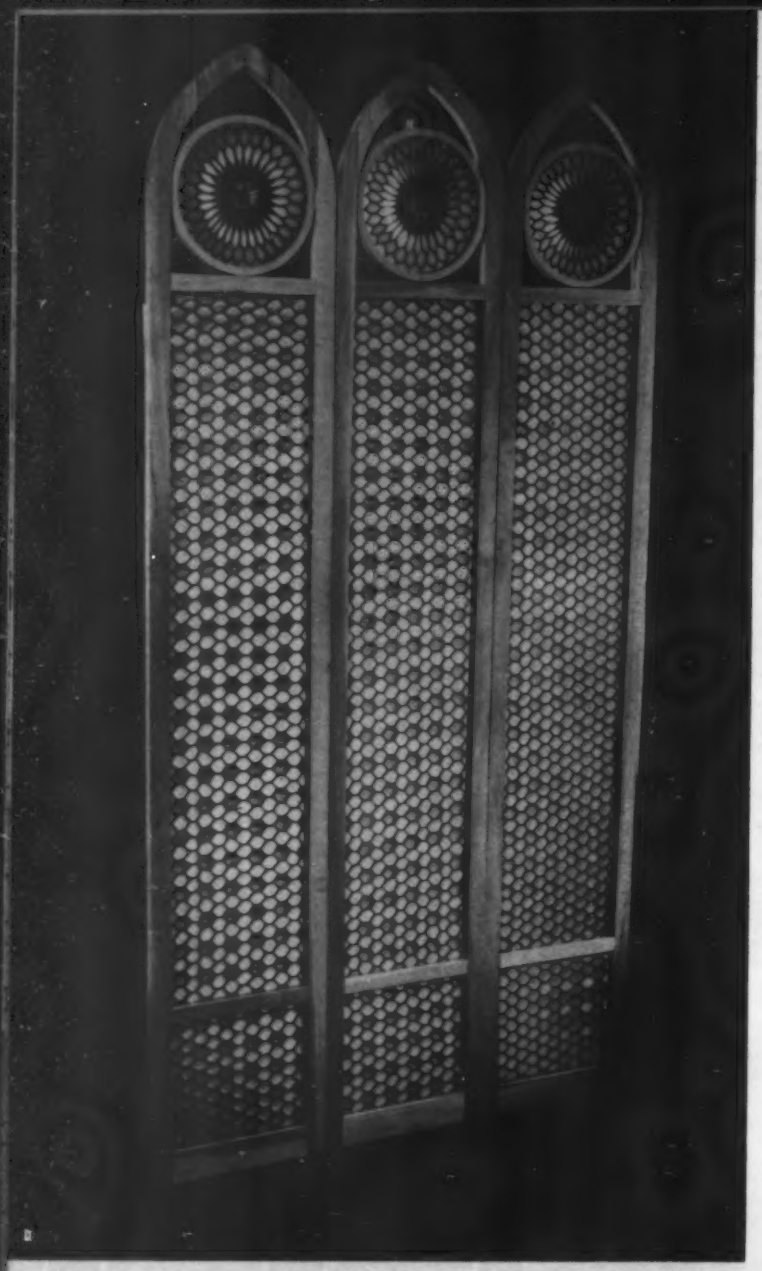


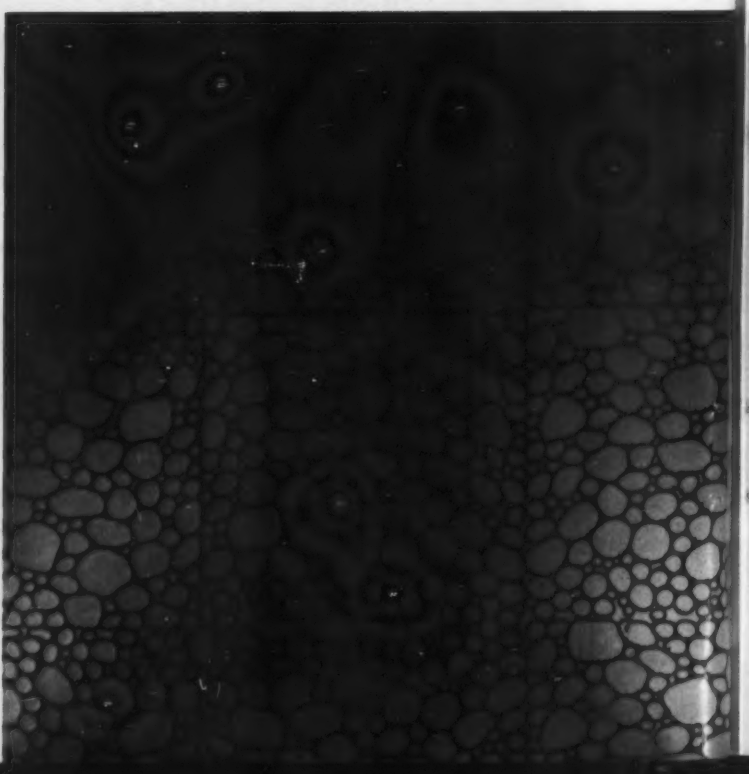
Market Spotlight

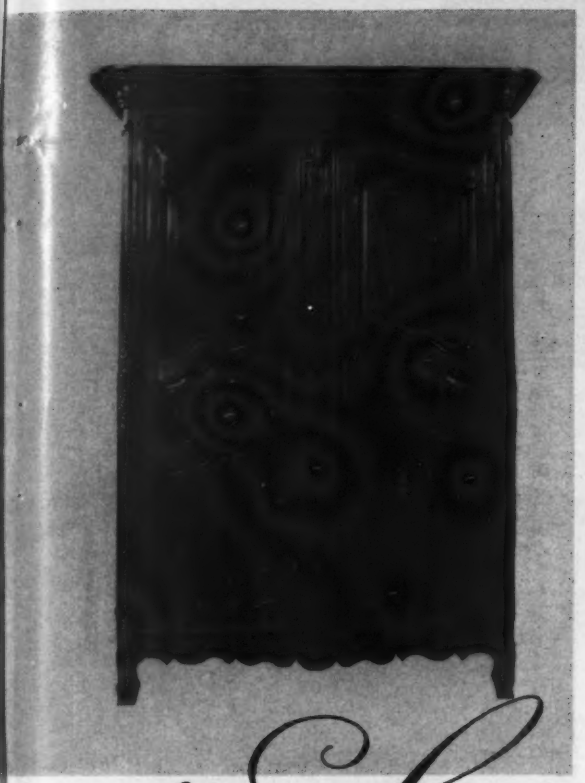
continued from page 60

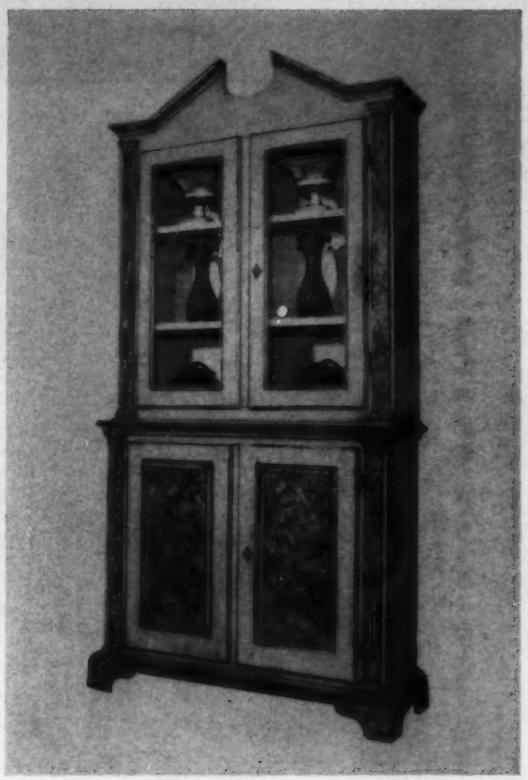
Elegant Panels

Gery Hecht's newest material for panel designs is an exotic honeycomb pattern called *Tropicel* and made of plastic and glass fiber which is set into a molded wood frame for an effect of Gothic grandeur. This structurally strong material manufactured by the Naugatuck Chemical Division of U.S. Rubber Co., comes in natural as well as in a choice of twenty-two ravishing colors, in sheet form or as a huge color-wheel in sizes ranging from 12″ to 4′. With natural or artificial light coming through, the effect is one of shimmering iridescence similiar in appearance to medieval stained glass. Screens or panels using this new material can be made in any style and size by the Gery Hecht design department. See also other exciting materials for windows, doors, and screens at the designer's new enlarged showrooms at 543 Madison Avenue, New York, encompassing over 2000 square feet of space.

Continued on page 70







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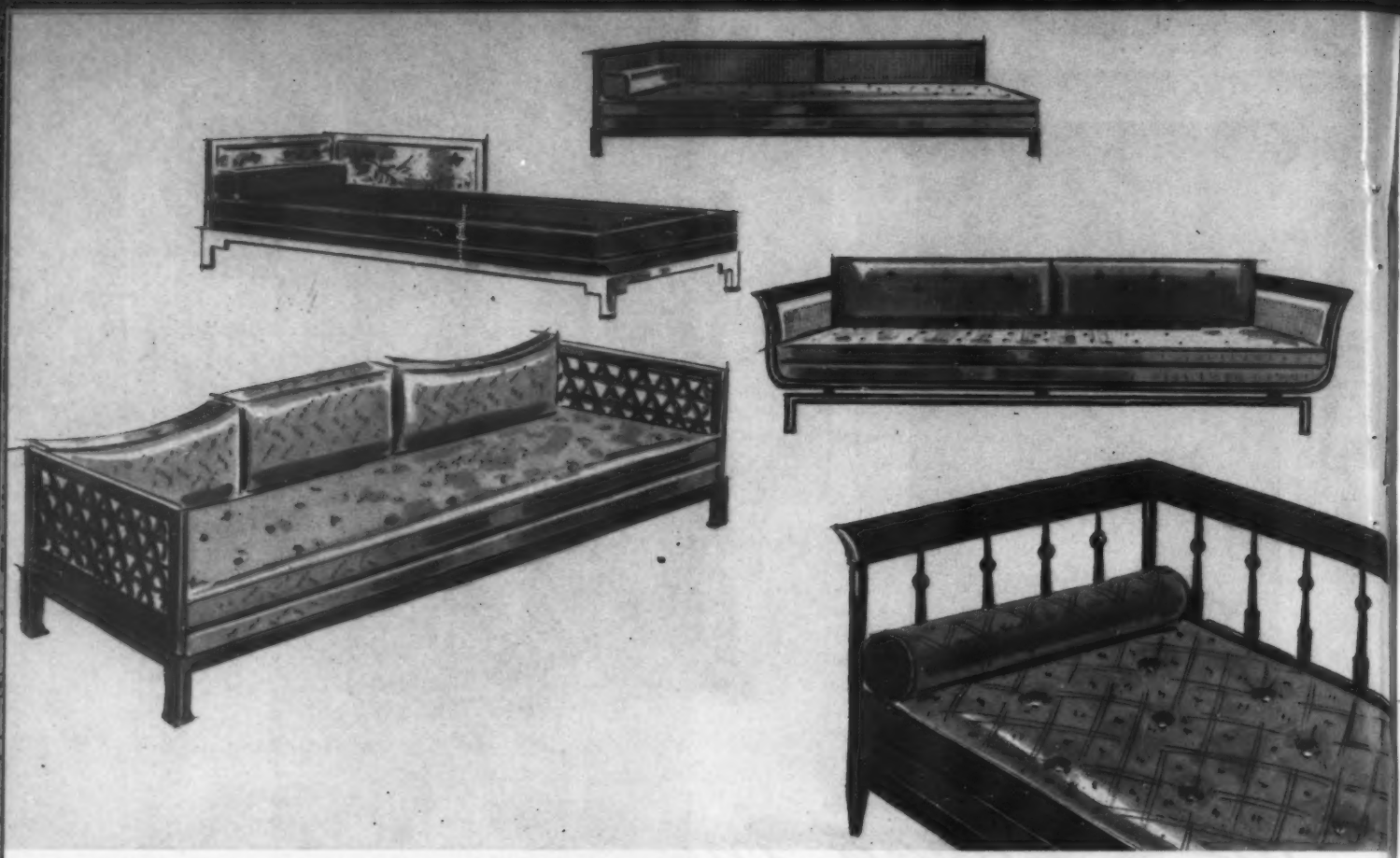

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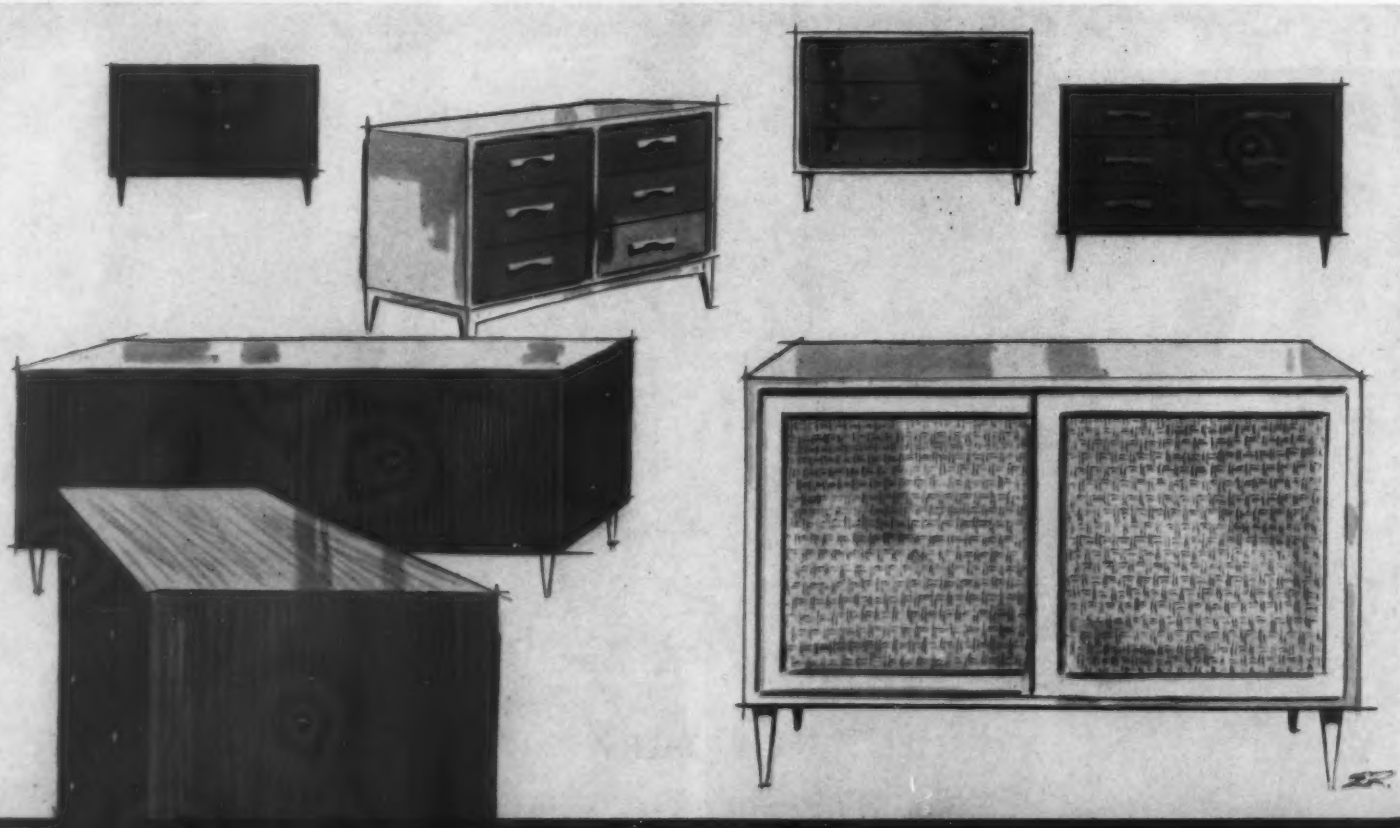

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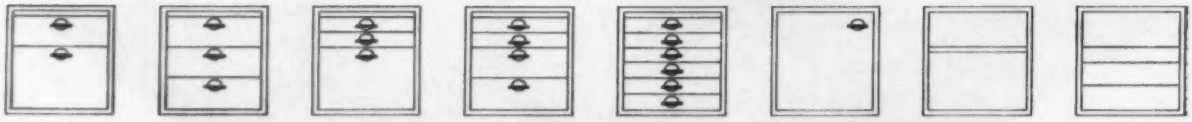

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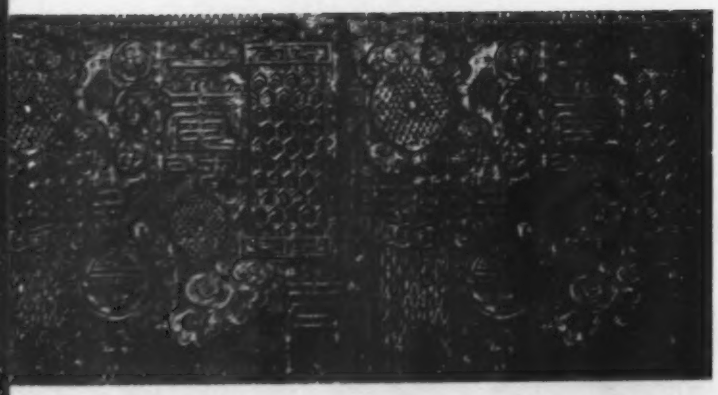
Market Spotlight

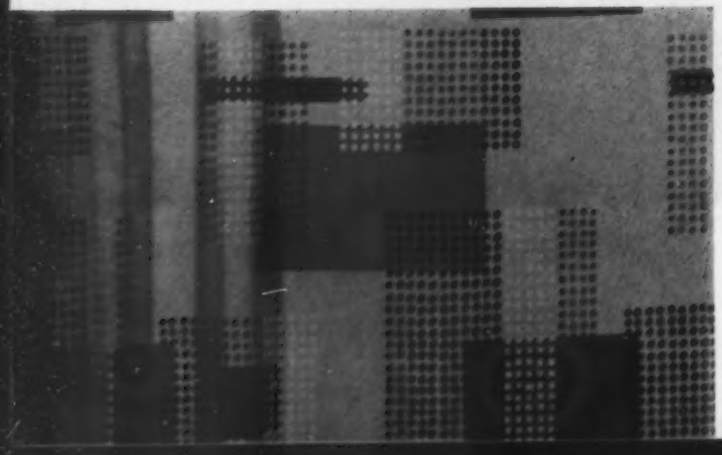
continued from page 64

Printed and Woven Fabrics

Designers at Greeff Fabrics, 4 East 53rd Street, New York, have turned to nature and the Orient for design inspiration in their latest collection of printed and woven fabrics. *East Wind* is a beautiful example of seven handprints and five related wovens, their subject matter stemming from ancient Chinese and Japanese themes, their rich colorings uniquely modern in feeling. *Kyoto* from this group is taken from the intricately etched pattern found on a samurai sword hilt and suit of armor. *Beachwood*, a 3-panel birchtree motif, is handprinted in beige, grey-green or sage on 50″ natural linen sheer, and *Shutter Stripe*, a contemporary design on linen gauze, in combinations of beige and charcoal, aqua and olive, gold and persimmon and bronze and brown. Other sheers use flowers, leaves, and natural flora in both realistic and conventional interpretations. Note, too, the design interest of the Acrilan threesome illustrated, a Jacquard cross stripe, and plain weave, color related, with 100% Acrilan face and cotton warp, resistant to stains and acids, colorfast and mothproof. *Galaxy* is printed on white duck.

Continued on page 74





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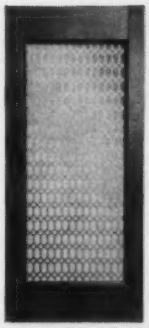

Style Three
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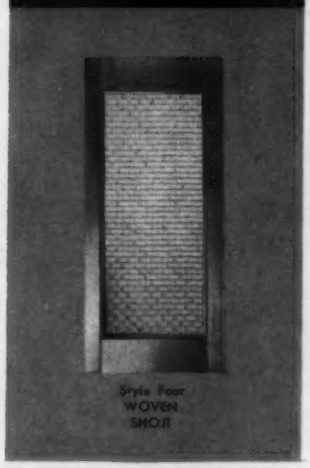

Style Four
WOVEN
SHOJI

Style Five
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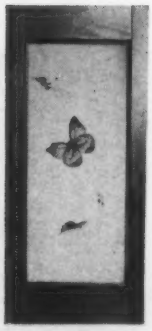
FABRIC



Style Six
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SHOJI

Style Seven
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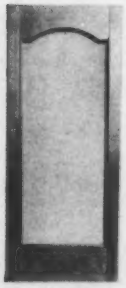

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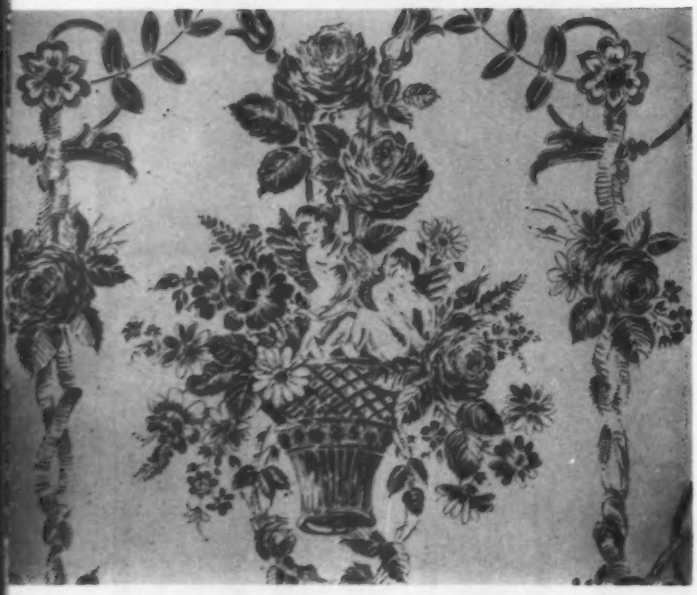
Market Spotlight

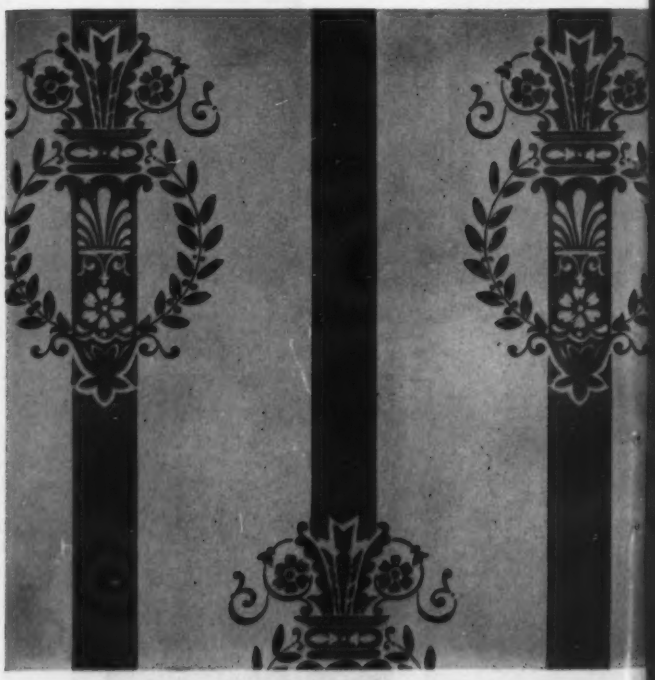
Handprinted Wallpapers

continued from page 70

"Backgrounds for Elegance," introduces a series of ten wallpaper patterns from the C. W. Stockwell Co., Los Angeles, which has as its theme 18th-Century European design. The collection shown in New York, at Richard E. Thibaut, 44 East 53rd Street, includes luxurious damasks in both small leaf and floral patterns and heavy scroll motifs forming overall, striped and horizontal designs. Many are available hand-flocked with the effect of plush velvet; others are printed on backgrounds to simulate rich silk. Colors, too, reflect the soft subtle tones reminiscent of the elegant period and also introduce new contemporary shades, with special colors to order. A room setting by Arthur Elrod, A.I.D., shows *Chateau Blois* as a background for a modern Pascin painting and French period furniture; *Antoinette* is appropriate for a powder room or ladies boudoir, features a floral basket with cupids; *Vendome* by contrast affords a tailored quality with its severe gold stripe on an off-white background.

Continued on page 92





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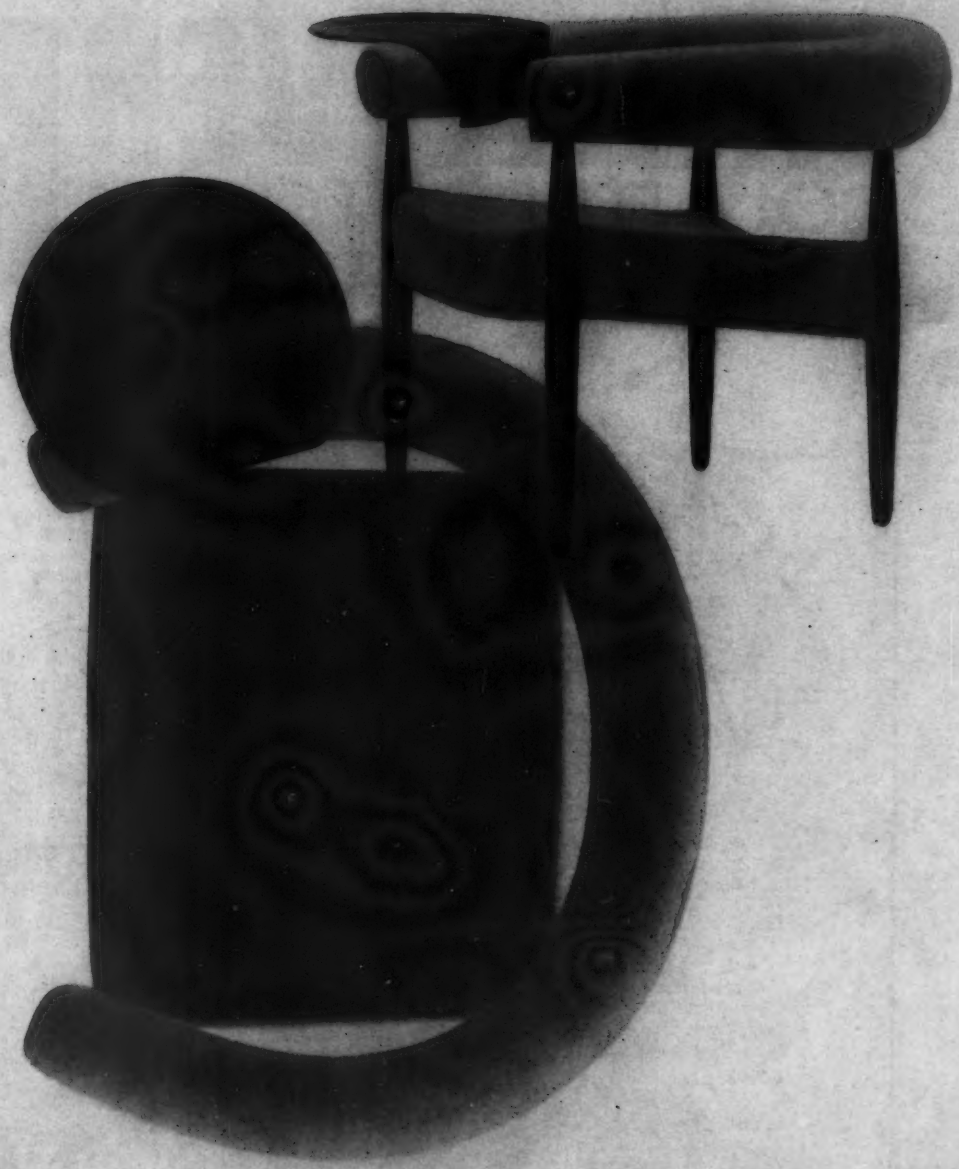

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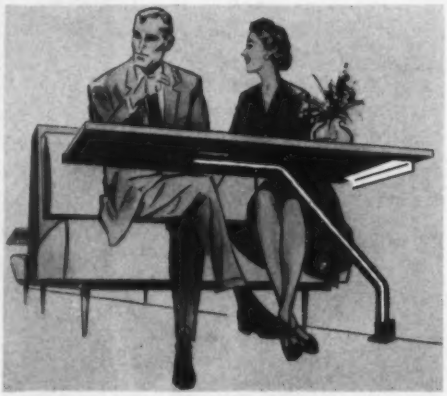

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Control center between studio beds operates lighting, telephone, television and hi-fi radio.

New fixtures...colorful vinyl-covered walls and floor...speaker phone... exciting lighting in the bathroom.

"Room of Tomorrow" patio features new furnishings and dramatic, multi-colored Tropicel paneling.

Special feature in the room is a built-in ironing board.

Sponsors of the 1960 "Room of Tomorrow". Admiral Corporation; Alexander Smith and Chemstrand Corporation; Bell Telephone System; AMTICO Vinyl & Rubber Flooring Division of American Biltrite Rubber Company; Cohn-Hall-Marx Division of United Merchants & Manufacturers, Inc. with Milium Division of Deering, Milliken Co., Inc.; Crane Co.; E. I. du Pont de Nemours & Co., Inc.; Iron-A-Way Company; Lightolier, Inc.; Superior Electric Company; Parkwood Laminates, with American Cyanamid Co. and Decotone Division of Fitchburg Paper Co.; Simmons Company; United States Rubber Company.

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Presto—it's a bedroom! Easily and silently, the Simmons beds swivel out on multiple casters, leaving their padded back rests on the wall while the high padded arms serve as headboards.

"Room of Tomorrow"

Tom Lee, A.I.D., I.D.I. designer

Karl Steinhauser, A.I.D. coordinator

Arranged in a convex curve, the storage wall is made up of five Simmons cabinets, providing space for mirrored vanity units, television, chest with pull-out desk, wardrobe, and serving pantry with running water. Units are faced with Rosewood Parkwood laminate.

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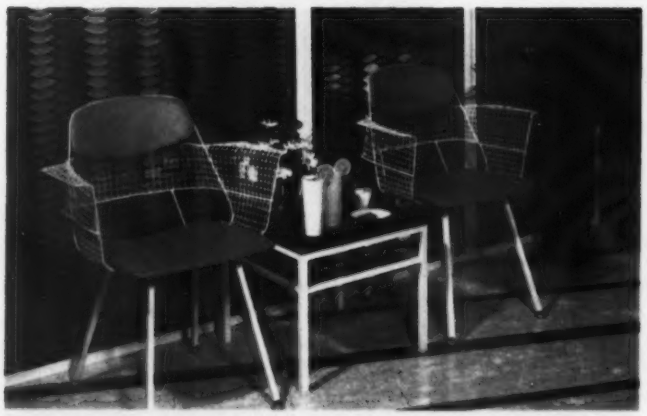

Simmons chairs in smart basket design flank Simmons occasional table.

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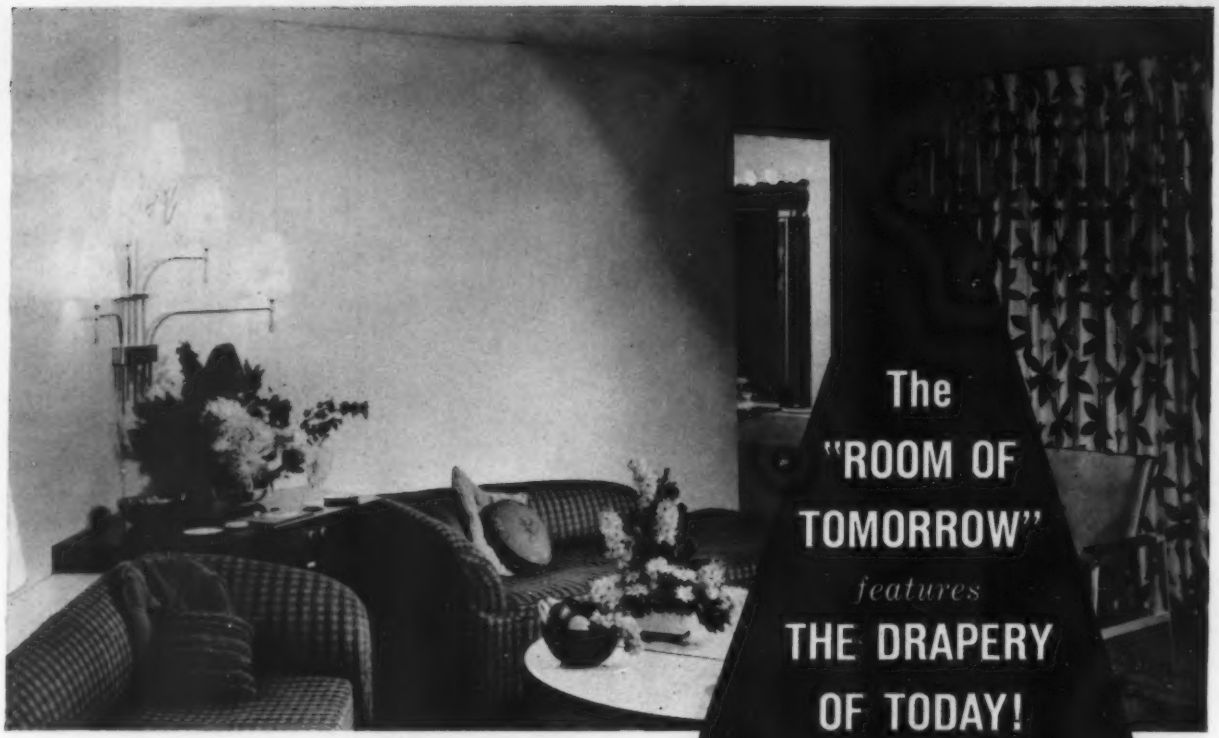

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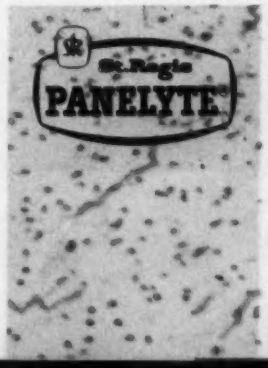

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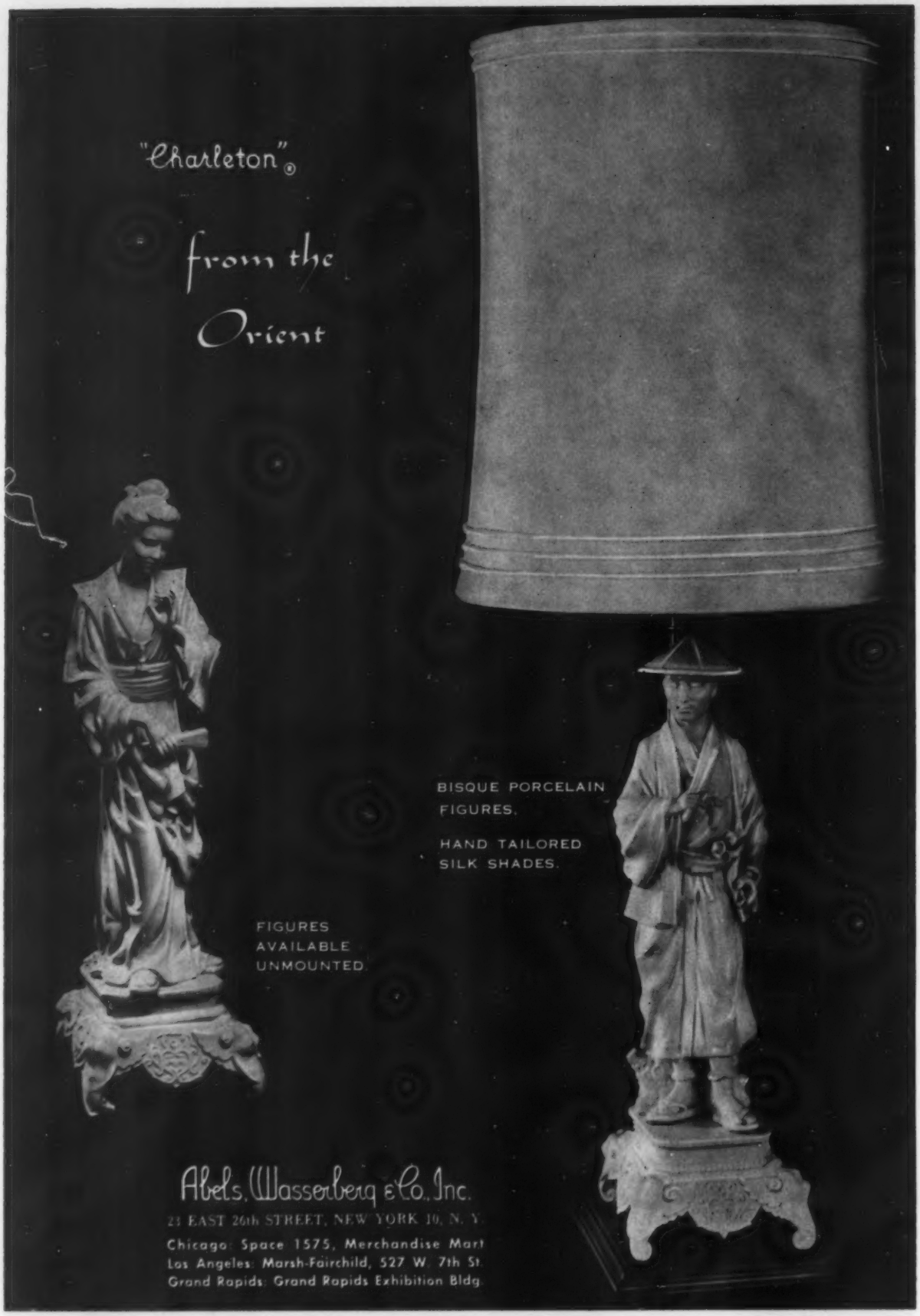
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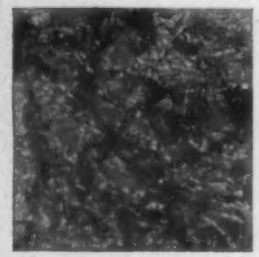
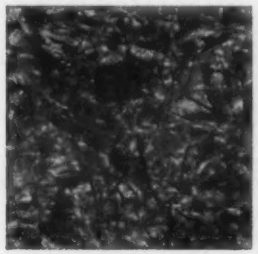
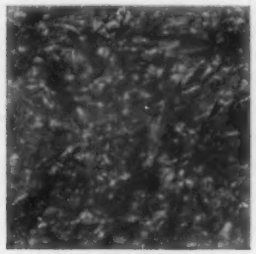


VL-140 GOLDEN FLEECE

VL-240 GOLDEN NIGHT

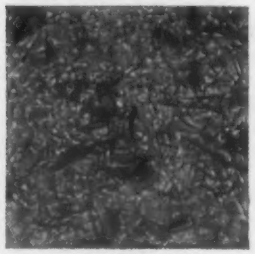


VL-330 SILVER CLOUD



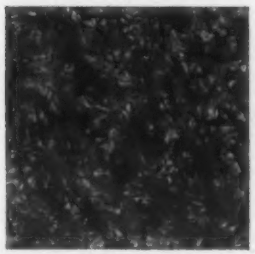
VL-440 CHAMPAGNE MIST

VL-540 SUNSET RED



VL-541 DAWN PINK

VL-840 NEPTUNE GREEN



VL-940 HORIZON BLUE

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Showroom: 500 King St. W., Toronto, Ontario

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Amtico
PERMALIFE
VINYL FLOORING

CELESTIAL

SPECIFICATIONS AND DATA

MATERIAL DATA

Amtico Permalife Vinyl 1/8" . . . all-vinyl, color throughout thickness • Standard tile sizes . . . 9" x 9", 12" x 12", 36" x 36" (untrimmed) • Special sizes . . . 9" x 18", 18" x 18", 24" x 36", 36" x 36" (trimmed) • "Set-on" cove base . . . heights 4", 6" (plain vinyl colors only) • Feature strips (Stardust and plain vinyl colors) up to 1" wide, 36" long.

INSTALLATION DATA—FLOORS

For on-grade installations, use Amtico Epoxy Cement (off-white). On suspended concrete, use Amtico Renaissance Adhesive (white). Over plywood, regular masonite and wood floors, install 15 lb. asphalt saturated flooring felt, using Amtico Renaissance Adhesive. Do not paint floor; Amtico Renaissance Adhesive covers black color of felt satisfactorily if spread with standard notched trowel.

Plywood and masonite floors must be solidly nailed, using screw type nails and joints filled with latex underlayment. Tile may be installed directly to floor, using Amtico Renaissance Adhesive. Latex underlayment in joints can be painted to match plywood or can be covered with skim coat of Amtico Renaissance Adhesive applied with flat edge of trowel. Use latex underlayment, not asphaltic compounds, for patching and levelling under Celestial floors, whether on concrete or wood.

Floors should be rolled during application to insure a smooth floor, and re-rolled immediately after completion of installation with a three-section 150 lb. roller. Celestial flooring cuts easily at temperatures of 80-100° F. It should not be heated over 110° F and should not be heated with an open flame. Use thin-bladed knife, such as Stanley #199, for cutting.

INSTALLATION DATA—WALLS

On plywood, standard hardboard, gypsum wall board or asbestos cement board (free from grease and paint), use Amtico Renaissance Adhesive. Apply with notched trowel over a 10-15 square foot wall area and set tile immediately. Bottom row should be blocked with thin strip of wood nailed in place temporarily to prevent slippage.

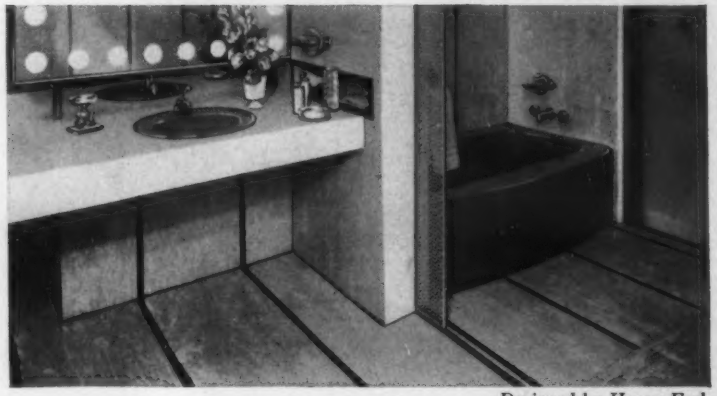
On unpainted seasoned plaster walls, use Amtico Renaissance Wall Cement and cover within 15 to 20 minutes of spreading. Apply with notched trowel. Check periodically to see that tile is not being applied to adhesive that has skinned over, for adhesive must transfer to back of tile. Roll tile as installation proceeds, using hand roller. Work from center of wall toward corners, rolling each tile thoroughly as installed.

Installation of Celestial is not recommended on interior surface of exterior masonry walls unless moisture vapor barrier is installed or a two-inch or greater air space exists between exterior masonry wall and interior wall.

MAINTENANCE DATA

A new Amtico Celestial installation shall be kept free of traffic until cement is thoroughly dry and hard (approx. 24 hours). Do not wash floor for 48 hours after installation. Damp mop the floor with Amtico Floor Cleaner or mild suds or detergent. Floors subject to heavy, dirty traffic can be cleaned with #00 grade steel wool. Use proper glides and casters on all furniture. Do not use paste wax. A coat of Amtico Floor Dressing adds to the glossy appearance of the floor and minimizes maintenance.

Designed by Paul MacAlister



Designed by Henry End

Other outstanding Amtico Vinyl Flooring installations: Water Authority Bldg., San Diego, Calif.; Mark Twain Hotel, Elmira, N.Y.; State Exchange Bank, Lake City, Fla.; Immaculate Conception School, Waukegan, Ill.; Gilchrist Dept. Store, Waltham, Mass.

AMTICO, Dept. ID-6, Trenton 2, N.J.

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AMERICAN BILTRITE RUBBER COMPANY

TRENTON 2, NEW JERSEY

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Leonard custom carpeting, offers the decorator and designer, exact reproduction of their most beautiful and intricate designs. Leonard's fine reputation, is further enhanced by the ability to fulfill the decorator's stringent contract requirements, by offering quality, service and competitive pricing. For further information, please write to us on professional stationery.

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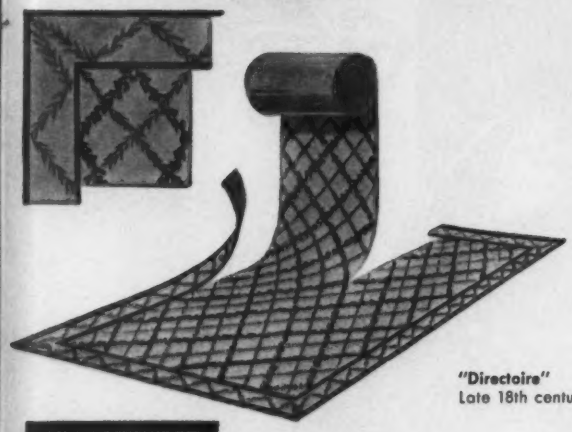
FROM OUR "Petit Point Group"

"Carnations"
English petit point
19th century



"Directoire"
Late 18th century

"Karabagh"
Caucasian carpet
woven around 1800

These carpets are faithful reproductions by recognized French designers of period pieces belonging to well known collections, mechanically woven in duplication of petit point; and carried in stock for immediate delivery in body widths varying from 28 to 40 inches and borders from 4½ to 10 inches as illustrated.

These rugs are in a most desirable price range. They can be assembled on request to any size, as rugs with borders (as illustrated) or without borders. *Special colors may be woven in this group.*

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Carpets also woven to order in Aubussons, Savonneries, Hand Knots and other unusual weaves to your exact specifications or from any of our exclusive designs.

Visit us at your earliest convenience and also see our collection of old and new Aubussons, Needlepoints, Majorcas and other unusual carpet weaves and designs.

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New York 22, N. Y.
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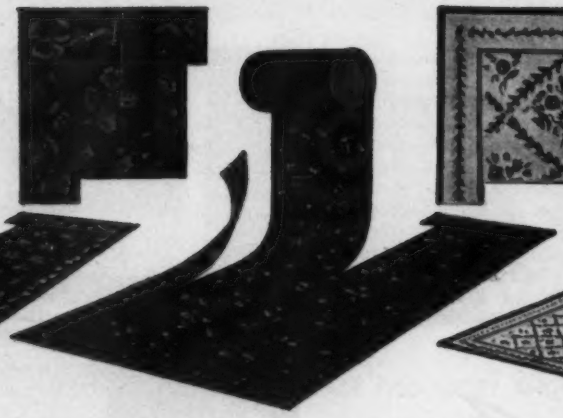
"Lily and Arum"
19th century petit point



"Ukrainian"
19th century

"Transition"
Copy of petit point,
mid-18th century

Giant step *forward*

DESKS, INC. takes pride in announcing the complete renovation of their downstairs area into an ultra-modern and luxuriously appointed showroom, delightfully air-conditioned for your comfort. Here, amidst spacious and relaxing surroundings you will find the most functional, the most modern of Steelcase office furniture . . . many groupings in the new, dramatic *Custom* and *Sunshine Colors*. Separated by stunning and unusually decorated dividers you will see correlated office settings designed to interpret many types of office decor. A literal shopping paradise for decorators and designers of "office interiors"! Truly, Desks, Inc. has taken a giant step into the future — toward the most comprehensive selection of fine office furniture and accessories — both wood and metal. We invite you to inspect our new showroom today for a look at fine office furniture of TOMORROW.

Desks, Inc.

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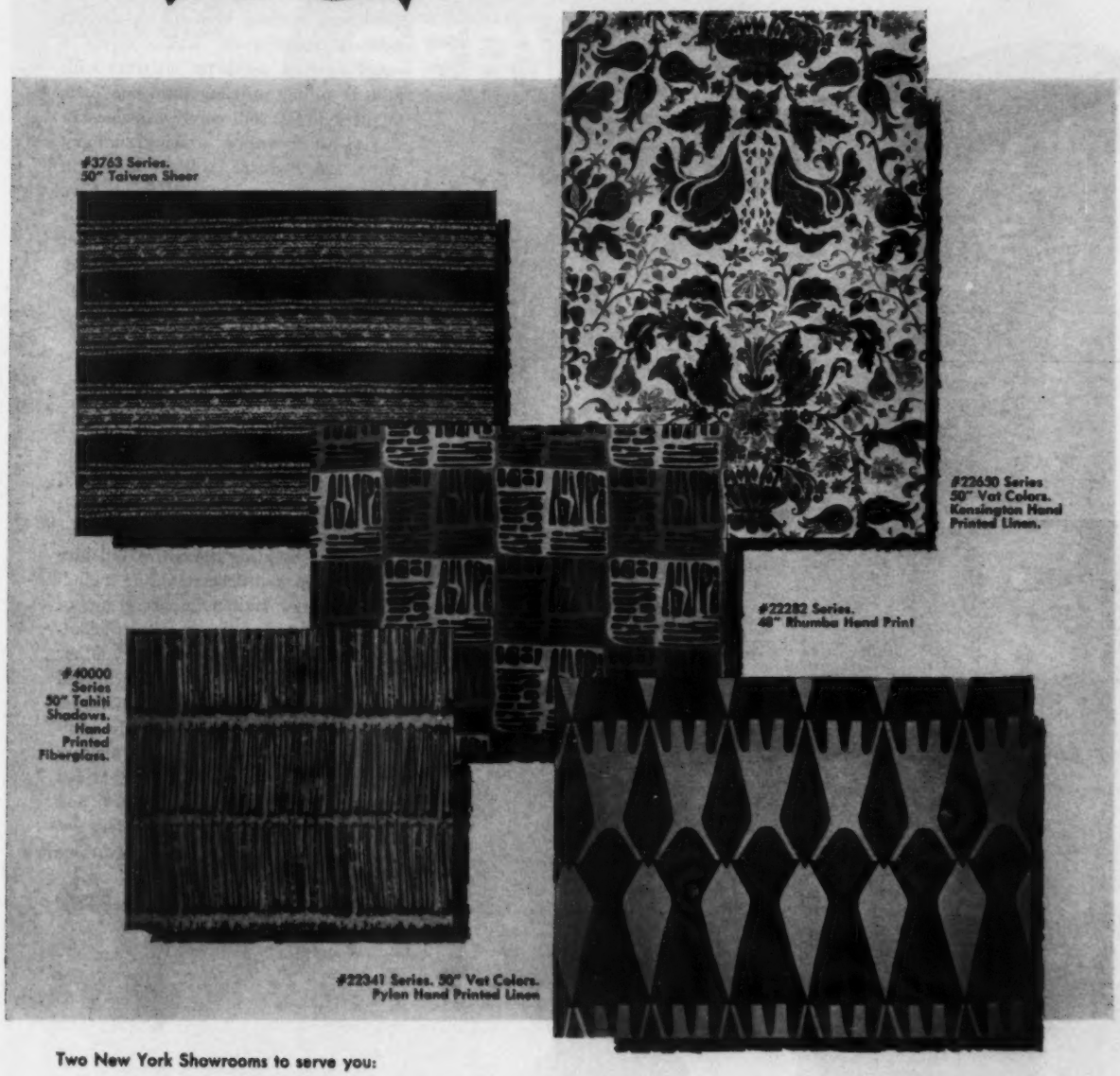
fabrics for contract...

Here are a few of the many fabrics in the regular Thorp line especially suitable for contract use. In addition, we will be pleased to make up special order items in color and design as specified by the architect, industrial designer, or interior decorator. Your inquiries are invited.



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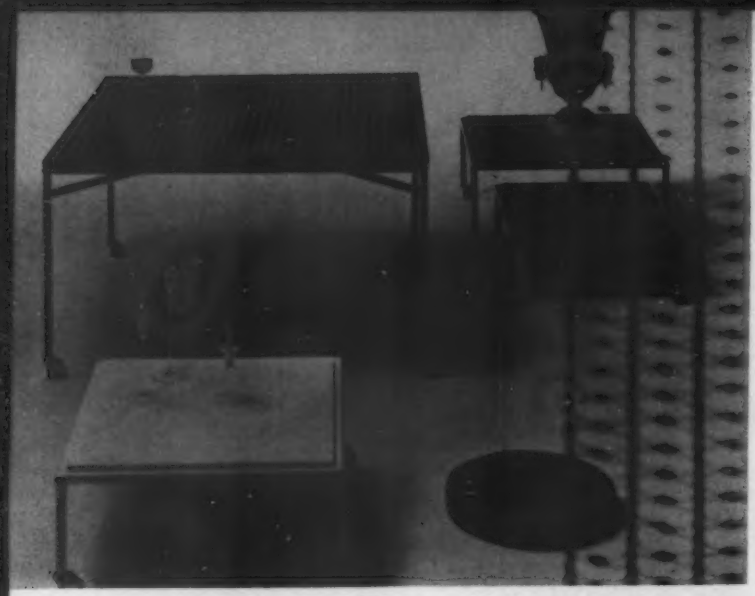

Market Spotlight

continued from page 74

Furniture for Sunning

The new W. Wes Williams collection of sun furniture for the out-of-doors is as light and gay as a carefree summer's afternoon. Designs include a dramatic free-form, *Sun Scoop* constructed of cold-rolled, rustproof and chrome-finish lightweight steel, and upholstered in vat-dyed heavy-weight canvas. The new upholstery method is simple in that it encloses between its canvas layers a snugly-formed polyfoam mattress with built-in pillow utilizing the same foam as the mattress and covered in doeskin vinyl leather with a striking sunburst motif. Low, square, roll-out tables in the same construction and finish have custom designed table tops in a choice of imported emerald green, blue or black Swedish granite or marble, or plate glass, perforated metal, and patterned Formica.

New Lamp and Accessory Showroom

LaMar D. Mulliner, manufacturers' representative, 225 Fifth Avenue, N.Y., carries a wide assortment of accessories for both home and office specifically selected for their qualities of original design and craftsmanship. The firm is an excellent source for lamps, for example, representing the entire Wilshire House lamp and accessory line including their new Italian import group of wonderful hand-made brass tubs adaptable as either lamps or planters. Other exciting lamp models include beautiful Oriental-inspired silhouettes in brass and ceramic on striking bases. In addition to lamps, there are wall plaques in fine mosiac work, Early American clocks and occasional furniture and hand-made leather items: ashtrays, cigarette boxes, lighters and various table accessories.

Continued on page 100

H. B. Lehman-Connor Company, Inc., 509 Madison Avenue, New York 22, N. Y.
Showrooms: Chicago ☐ Boston ☐ Atlanta ☐ Philadelphia ☐ Los Angeles ☐ San Francisco

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AVAILABLE IN

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AND 5 WIDTHS

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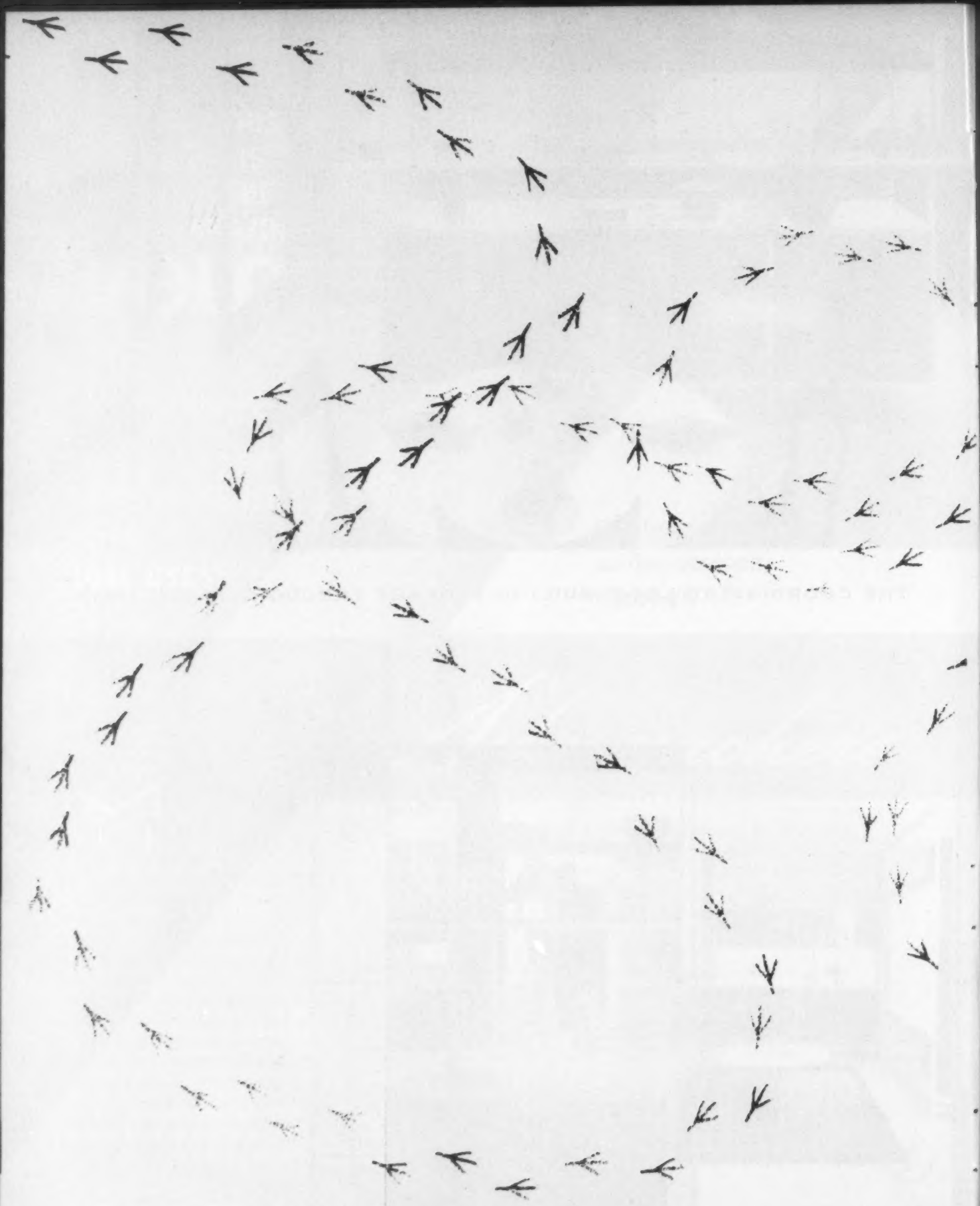
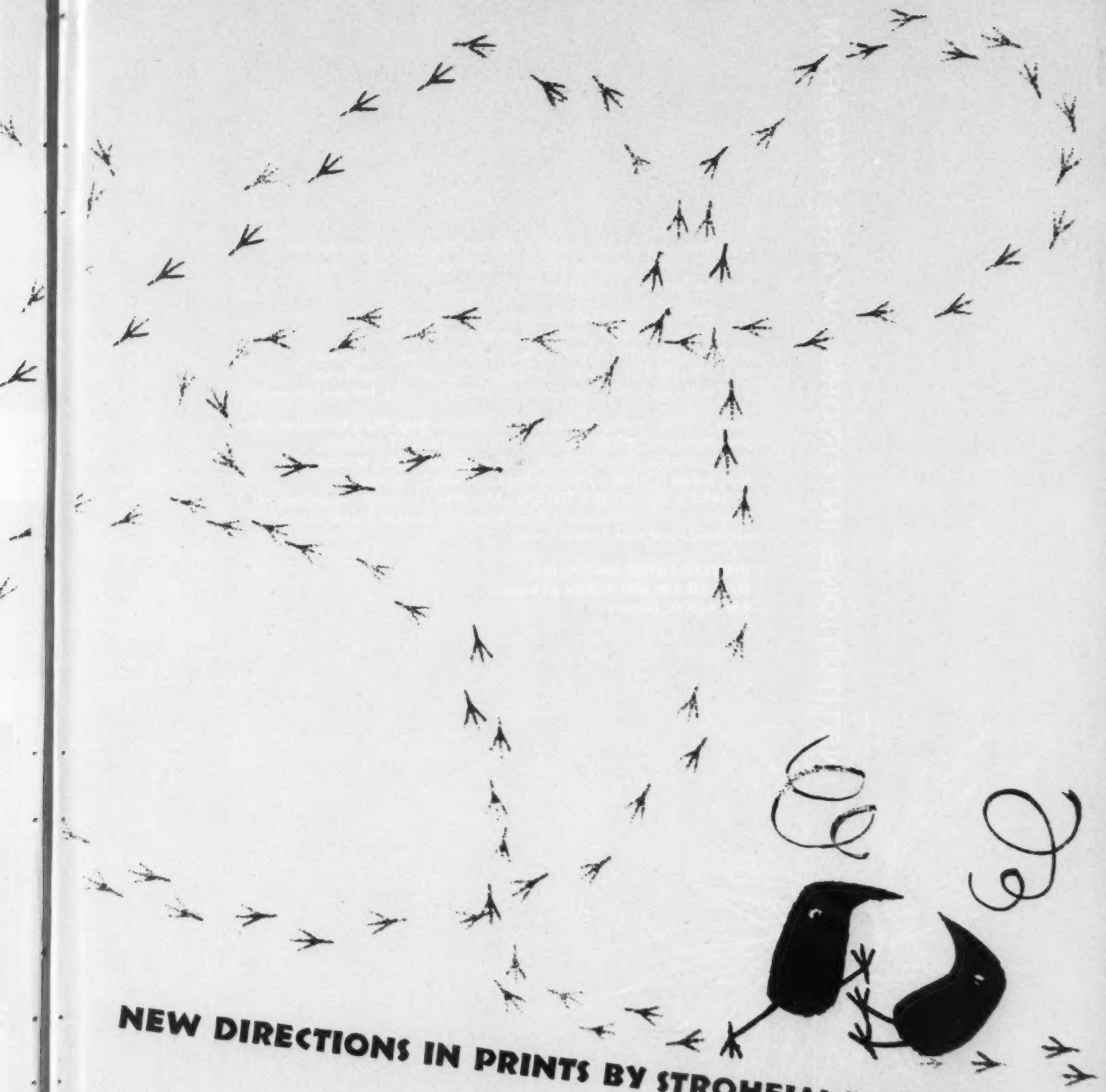
DESIGNED BY PAUL McCOBB





NEW DIRECTIONS IN PRINTS BY STROHEIM & ROMANN

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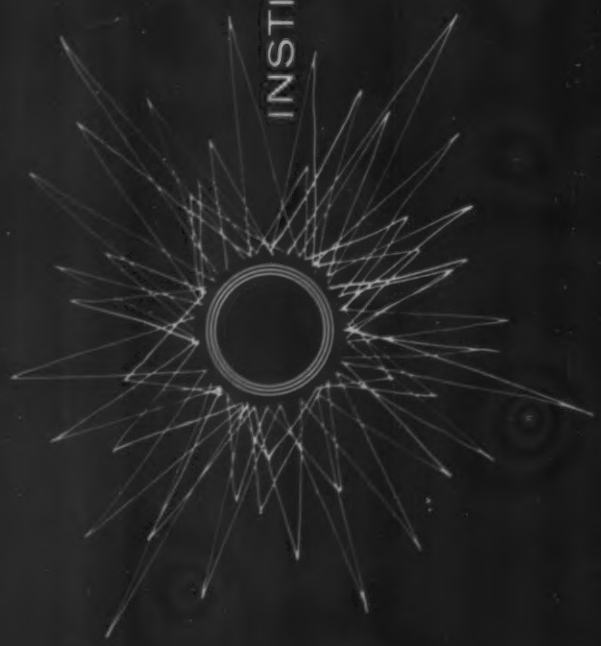
INSTITUTIONS INTERIORS AWARD PROGRAM

Award-winning entries in INSTITUTIONS Magazine's Sixth Annual Institutions Interiors Award Program have just been selected by this distinguished panel of judges:

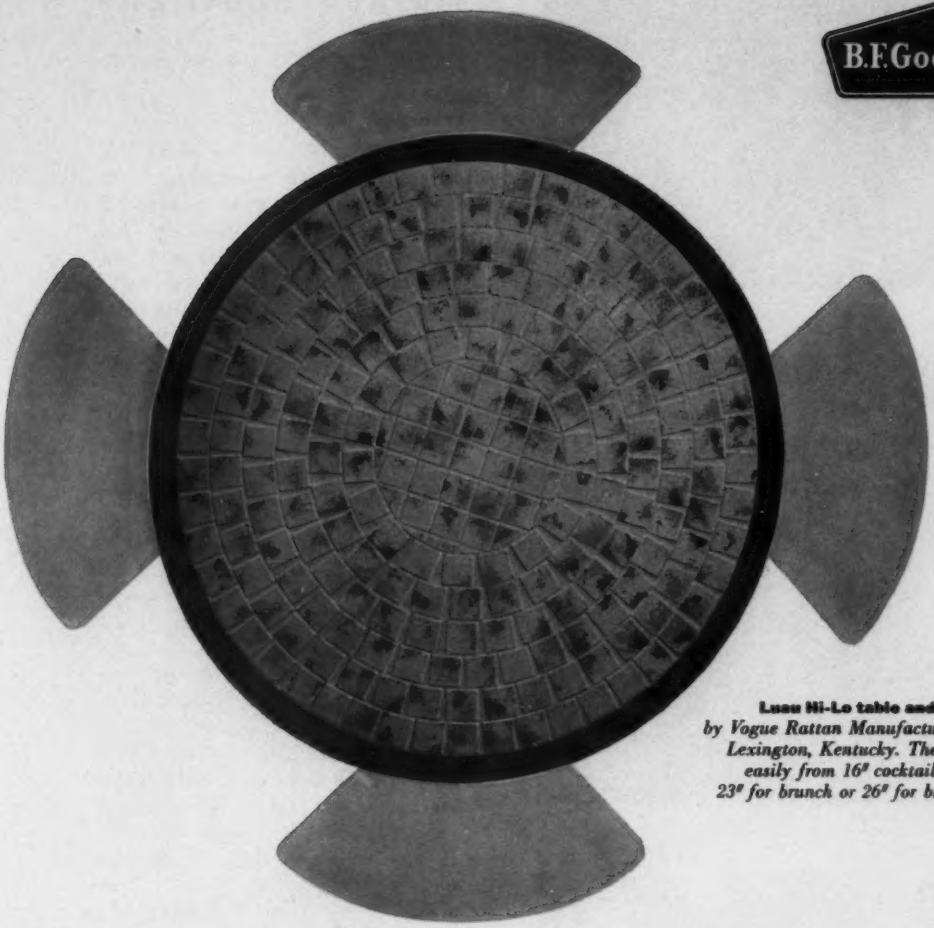
J. H. LEROY CHAMBERS, President, A. I. D.
ALBERT W. CHRIST-JANER, Dean of Art, Pratt Institute.
MARIO GAIDANO, A. I. A., award-winner in 5 past programs.
BETTY KENDALL, Design Coordinator, Intercontinental Hotels.
ALICE NELSON, Executive Director, Residence Halls, Indiana University.

Awards will be announced in INSTITUTIONS Magazine's November issue and winning entries displayed at the National Hotel Exposition, New York's Coliseum, November 2-6; and at Chicago's Merchandise Mart during Institutions Buyers Days, January 11-12, 1960.
Write for a copy of INSTITUTIONS Magazine's November issue and full details on the significance of these awards to designers, Institutions executives and manufacturers alike.

INSTITUTIONS MAGAZINE
Dept. ID-109, 1801 Prairie Avenue
Chicago 16, Illinois



B.F.Goodrich



Luau Hi-Lo table and chairs
by Vogue Rattan Manufacturing Co., Inc., Lexington, Kentucky. They adjust easily from 16" cocktail height to 23" for brunch or 26" for bridge.

Koroseal adds to the versatility of new Vogue Luau Hi-Lo tables

No need to worry about "spilled milk" here! The chair seats of this smart new Hi-Lo table are covered in durable Koroseal vinyl upholstery with fabric backing, and the table top is available in tile or *Micarta. Koroseal resists scuffs and stains, washes sparkling clean with soap and water, stays beautiful for years. The B.F.Goodrich line of Koroseal upholstery now includes 13 patterns and 169 colors. For sample swatches, write Dept. ID-10, *B.F.Goodrich Industrial Products Company, Marietta, Ohio.*

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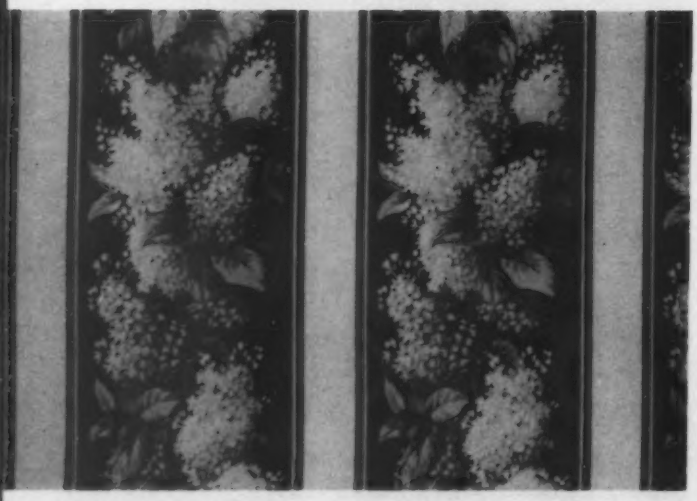


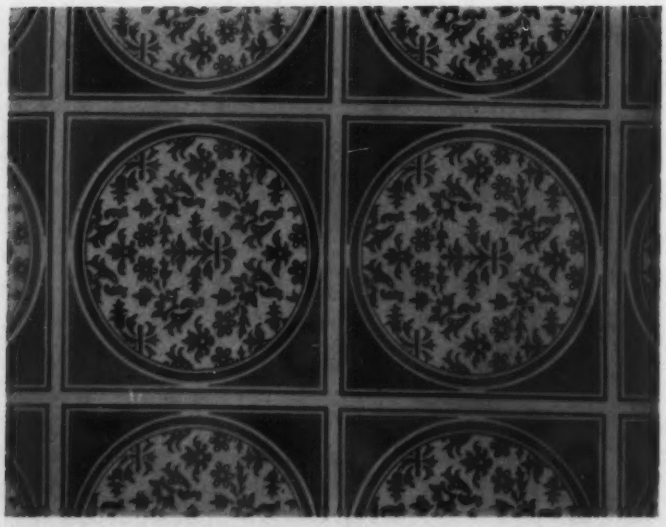
Market Spotlight

continued from page 92

Fabrics for Fall

A colorful fabric story unfolds at Jofa Inc., 45 East 53rd Street, New York, where the firm introduces its new fall stylings of drapery, upholstery and curtain fabrics in both natural and manmade fibers. Moods vary and cover a broad gamut of subject matter ranging from *Inca*, an abstract print on cotton, in brilliant jewel tones, to *La Petit Toile* with its pastoral theme in subdued colorings of red, blue, orange and green on off white. Charming *Tic Tac* offers an original version of French ticking and is handscreened on heavy duck, practical for both slipcovers and upholstery since it is washable, as well as mildew, water and spot resistant. Linens, too, have a special look this year, feature excellent examples of pigment and resist printing, include *Labyrinth* on linen with the allover effect of hand embroidery in red, green, gold and orange and *Mecca*, an old-fashioned Paisley pattern brought up to date in a modern palette of mauve, blue, orange and gold. A special selection of printed sheers includes silk, cotton and Dacron combinations, as well as Swiss batiste. There are also new imported damasks and brocades and a wide assortment of cut velvets with rosette, medallion, stripe and floral motifs, as well as a choice of modern textures in a wide color line.

Continued on page 104

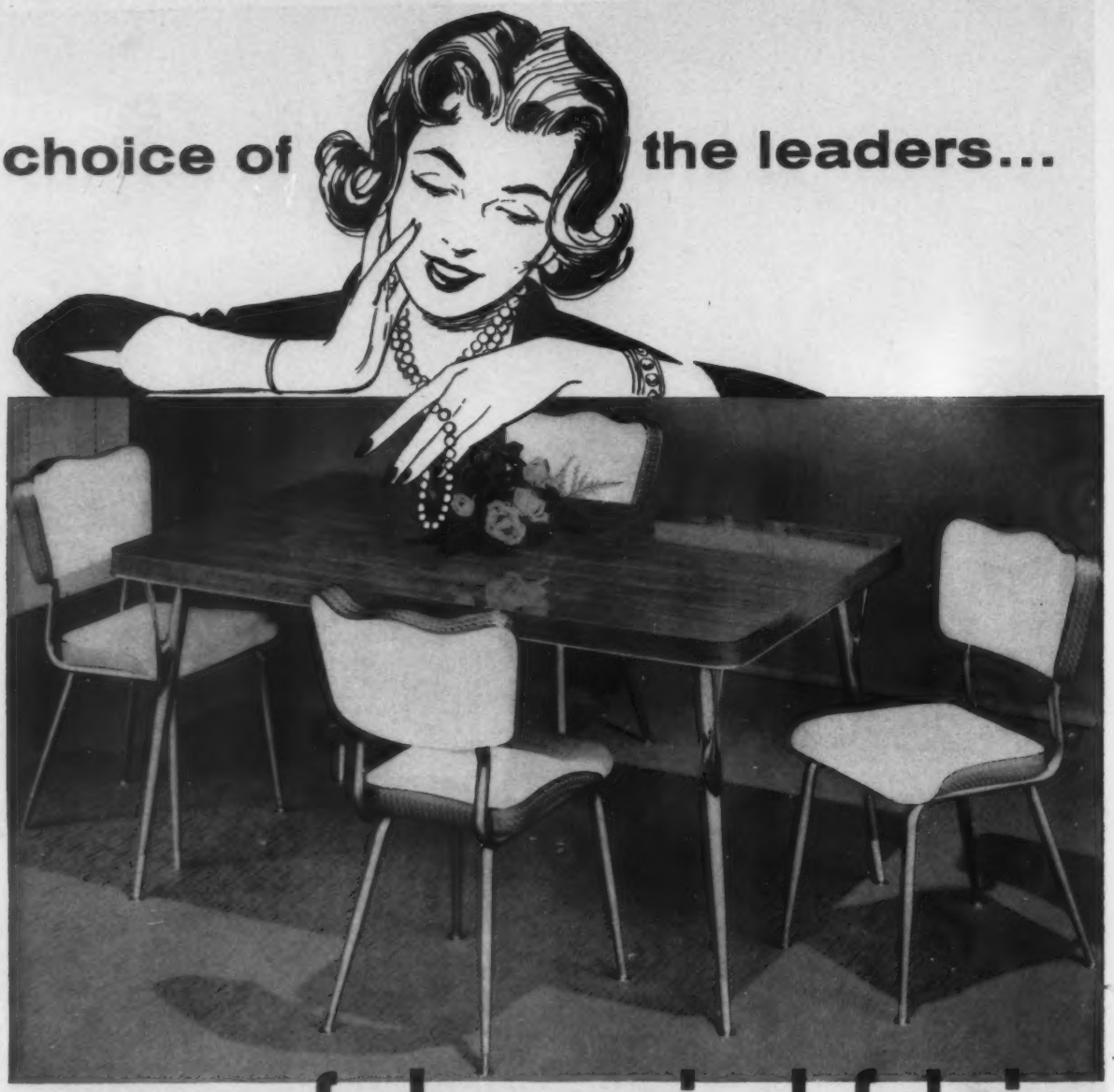


Things are looking up for the office crowd *thanks to* DORIC

. . . newest office furniture by Corry

From executive suite to the typists' bullpen, the office crowd never had it so good. Never before could designers create such striking business settings so easily at such low cost. The difference is DORIC . . . a new line of office furniture styled to provide a range of exciting design co-ordinates limited only by the imagination of the designer. ■ Sensitive interplay of line and plane . . . an imposing selection of color, material and finish combinations . . . a happy blend of function with dramatic eye appeal. This is DORIC. This is careful coordination of furniture design to inject personality into the working environment. Make sure you have the DORIC catalog and professional price list on file. Write Corry Jamestown Corporation, Corry, Pa.

CORRY JAMESTOWN



Dinette Set Illustrated, manufactured by Koehne Manufacturing Co., Moline, Ill., incorporating FEDERAN CANE and FEDERAN GLACIER.

federan vinyl fabric

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Leading Manufacturers, whose furniture must stand the rigid tests of rugged wear and enduring beauty—*Coupled with outstanding fresh and smart patterns and colors*—are using FEDERAN!

FEDERAN Vinyl Fabrics are made only of the finest raw materials and surpass every one of the most exacting requirements for wear, fade resistance, cracking and scuffing.

FEDERAN fabrics are tested and certified by the independent laboratories of the United States Testing Company and also bear the Seal of Commendation of Parents' Magazine.

Send for samples, merchandising assistance details, and special design service availability.

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the Fancher Flair

Fancher

THE CHATEAU COLLECTION

Many people find French Provincial a little too French for their taste, somewhat frivolous, a bit overdone. Here then is CHATEAU by FANCHER, a new interpretation of this popular style suite to please clients less flamboyantly inclined. Serenely proportioned and elegantly detailed, CHATEAU is genuine fruitwood in a medium brown natural finish.

FANCHER FURNITURE CO. • SALAMANCA, N. Y.

AT THESE FACTORY SHOWROOMS • 155 Franklin St., Buffalo • Merchandise Mart, Chicago • Decorative Center, Dallas • Waters Building, Grand Rapids • 1614 Walnut St., Philadelphia AND 17 FRANCHISED SHOWROOMS IN MAJOR CITIES

Market Spotlight

continued from page 100

Designed for Comfort

There is no "bedroom" look in any of the guest accommodations of the new Hilton Inn motels, yet each of the rooms offers the facilities of a single, double, twin or family bedroom. How is this possible? Through the use of Duo-Beds. These units have the look of a custom sofa by day but function as beds at night with standard box springs and mattresses as well as headboards. Being fairly low in height, they can be used comfortably as a chaise longue or sofa by day from which to watch television or relax. The two rooms shown here from the new Hilton Inn at San Francisco International Airport illustrate the way Duo-Beds can be integrated with other furnishings for a hotel room which has a "home away from home" look. Designed and furnished by the Duo-Bed Corporation in collaboration with Spearl Ellison, vice president of the Hilton Hotels Corporation, the rooms have an inviting, relaxing mood: walls covered in grasscloth, subdued colors, luxurious carpeting. Featured among the other Duo-Bed pieces are a combination dresser-luggage rack and a triangular desk incorporating the telephone controls. For further information, write Duo-Bed Corporation, 11617 Wilshire Blvd., Los Angeles, California.

Continued on page 108

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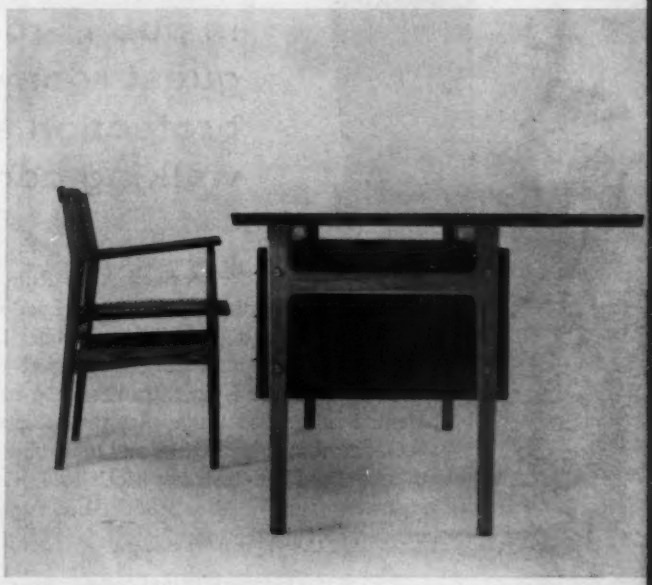

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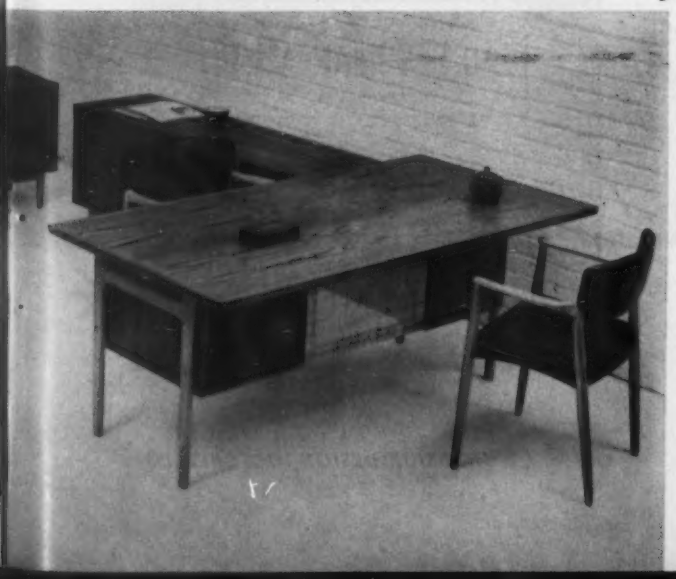

designs by torben strandgaard:

This complete Danish executive office group includes 5 desk units, 4 pedestal units, 8 cabinet units, typing leaves for different L-combinations, cane modesty screens and different bases for combinations of cabinets. Materials are teak/oak (walnut on order) with brass or wood handles. These designs provide you with a wide choice to fit your office planning.

1 & 2. Executive Desk #901 retail as shown for $341.00.

3 & 4. L-combination and some of the cabinets.

5. Conference tables in different sizes. 10' retail $345.00.

6. New lounge group includes 1, 2, 3 & 4 seaters. Armchair retail $133.00.

Pacific Overseas Inc. has the exclusive distribution of Torben Strandgaard's new designs. Write for our brochures.

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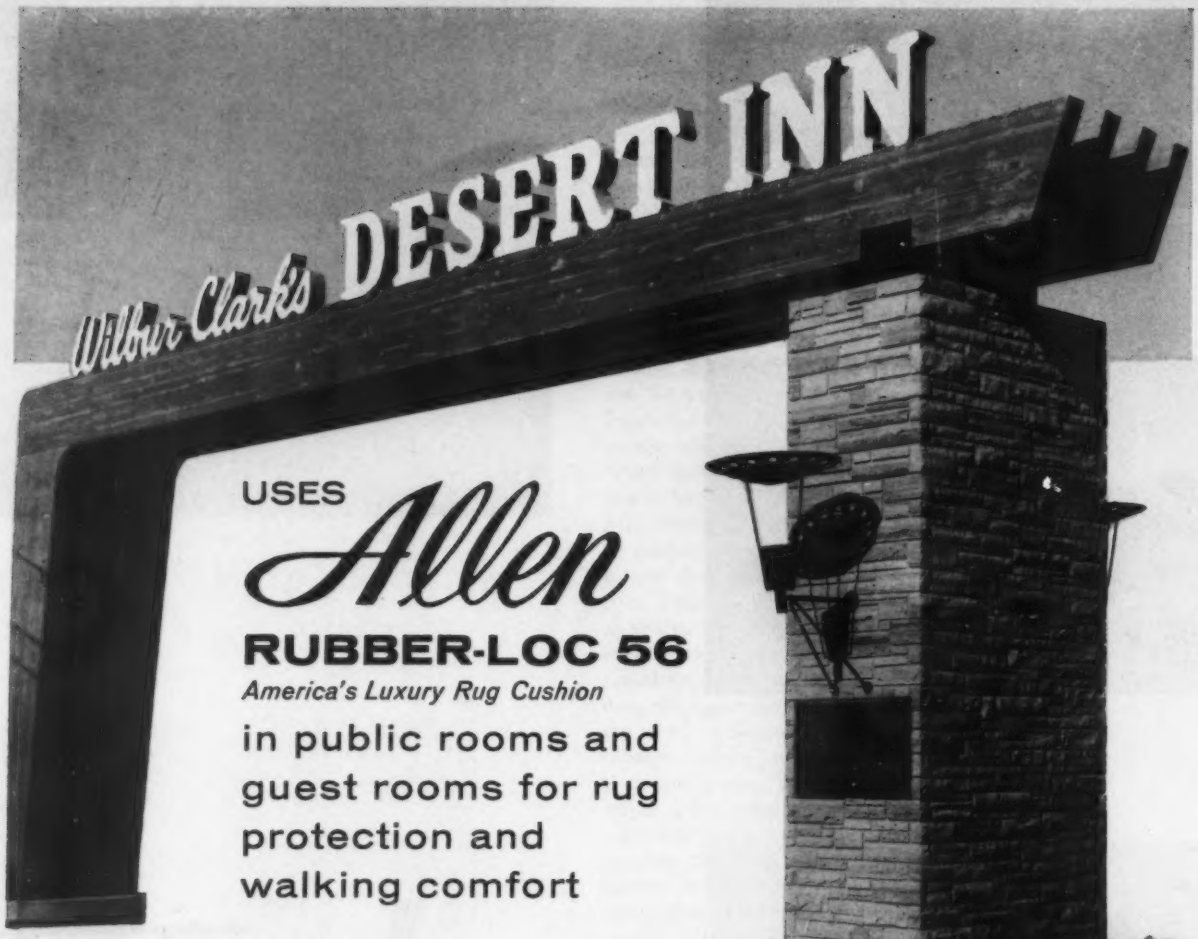

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in public rooms and guest rooms for rug protection and walking comfort

Jac Lessman, A.I.D., specified Allen Rubber-Loc for use in Wilbur Clark's fabulous Desert Inn in Las Vegas. In America's finest hotels and public buildings Rubber-Loc assures maximum carpet life and luxurious comfort underfoot. Alpine Green Rubber-Loc is an extra-heavy 56 oz. per sq. yd. with patented rubberized waffle top, ribbed rubberized back and shock-absorbing blended hair and India fibre center. Nationally advertised and Use-Tested by McCall's. For complete customer satisfaction specify Allen Rubber-Loc rug cushions for your next contract installation.

Write for samples and complete specifications.

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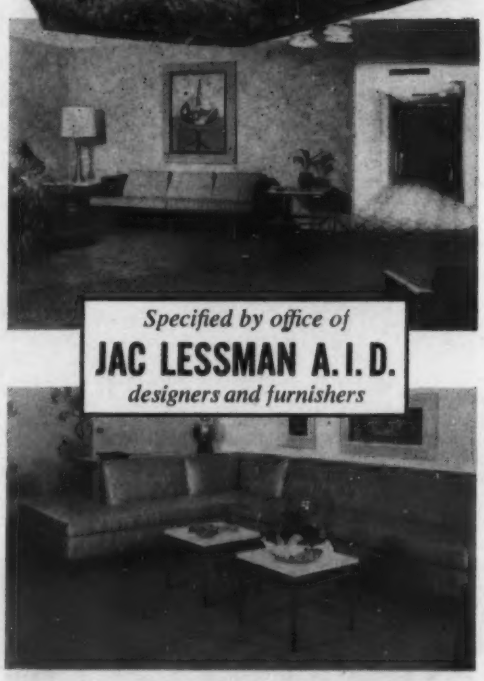

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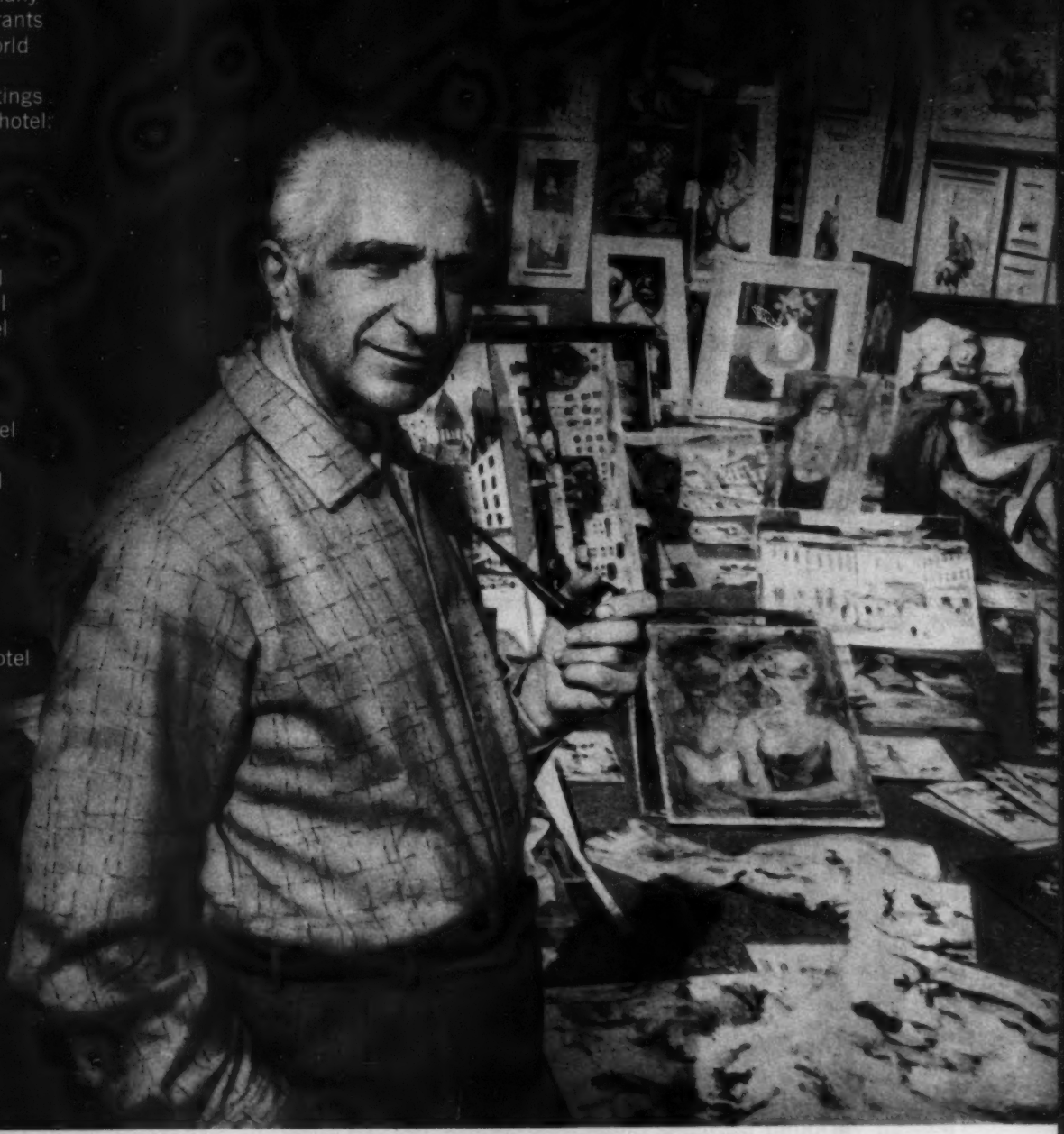

ORIGINAL OIL PAINTINGS DISTINCTIVELY FRAMED

As featured at The Desert Inn

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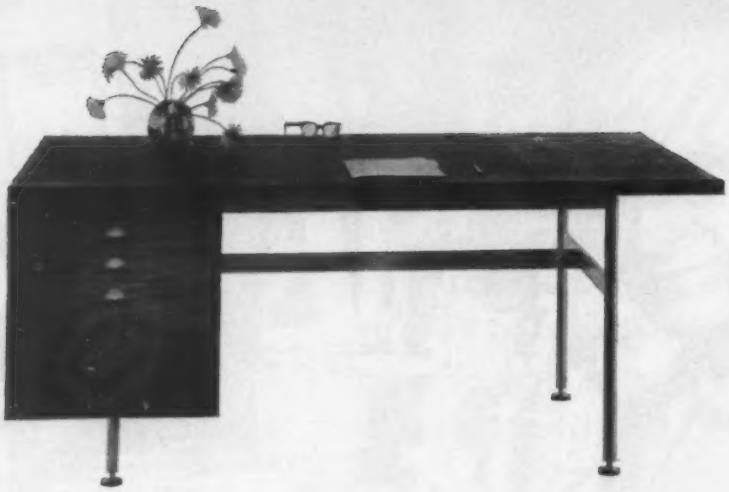

Market Spotlight

continued from page 104

Risom's Group Nine

The new group of executive furniture just introduced by Jens Risom Design, 49 East 53rd Street, New York, is based on a six-month survey among interior designers, architects, and office dealers whose opinions were used to determine many of the details on the desks, cabinets, tables and chairs. A need was expressed for executive and secretarial posture chairs, and both are part of the collection, the executive model a handsome high-back chair with upholstered arms, the secretarial chair with a wide seat for added comfort. Walnut wood in natural oil finish is used throughout as the basic material; in addition, desk and table tops can be surfaced in plastic laminates, leather or vinyl. Component parts offer a wide choice of single and double pedestal desks and conference tables (with four top sizes ranging from 60″ to 90″). A new design feature of the desks is a cube-shaped drawer unit recessed from the front to provide more leg room for conferences. The wider drawer also enables one to see at a glance what is inside without the chance of things disappearing in back. There are five units which can be attached to the desk: a secretarial unit with pull-out drawer; three-drawer compartment; deep file drawer; pullout dictation shelf and removable wastebasket; and a hinged door compartment. Pulls are made of black cast aluminum separated from the walnut by thin natural aluminum shields; a shaped walnut pull is offered as an alternate. Legs are of wood on adjustable aluminum glides to offset any floor unevenness.

Continued on page 112

There are two sides to this carpet story:

ON TOP: DISTINCTIVE LOOKING CARPET! Loma Loom has carpeted miles of the best looking floors in the country. Loomed and woven in firm, rich textures that stay new looking after a million footsteps. Solids, tweeds, in a complete range of colors, or custom-dyed. From the most deluxe quality to the special economy weave, Loma Loom answers all carpeting needs.

AND UNDER: BUILT-IN SPONGE RUBBER CUSHION! Loma Loom carpet is built right into the finest sponge rubber cushion. Not merely attached, but a completely integrated all-in-one unit! One-step installation with minimum waste, no separate underlay needed! You can cut sections out, fit new sections in, for perfect-fit restoration, unlimited designs!

Loma Loom, the all-in-one carpet with the two working sides! Send for the Loma Loom Idea file, swatches and complete information.

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Market Spotlight

continued from page 108

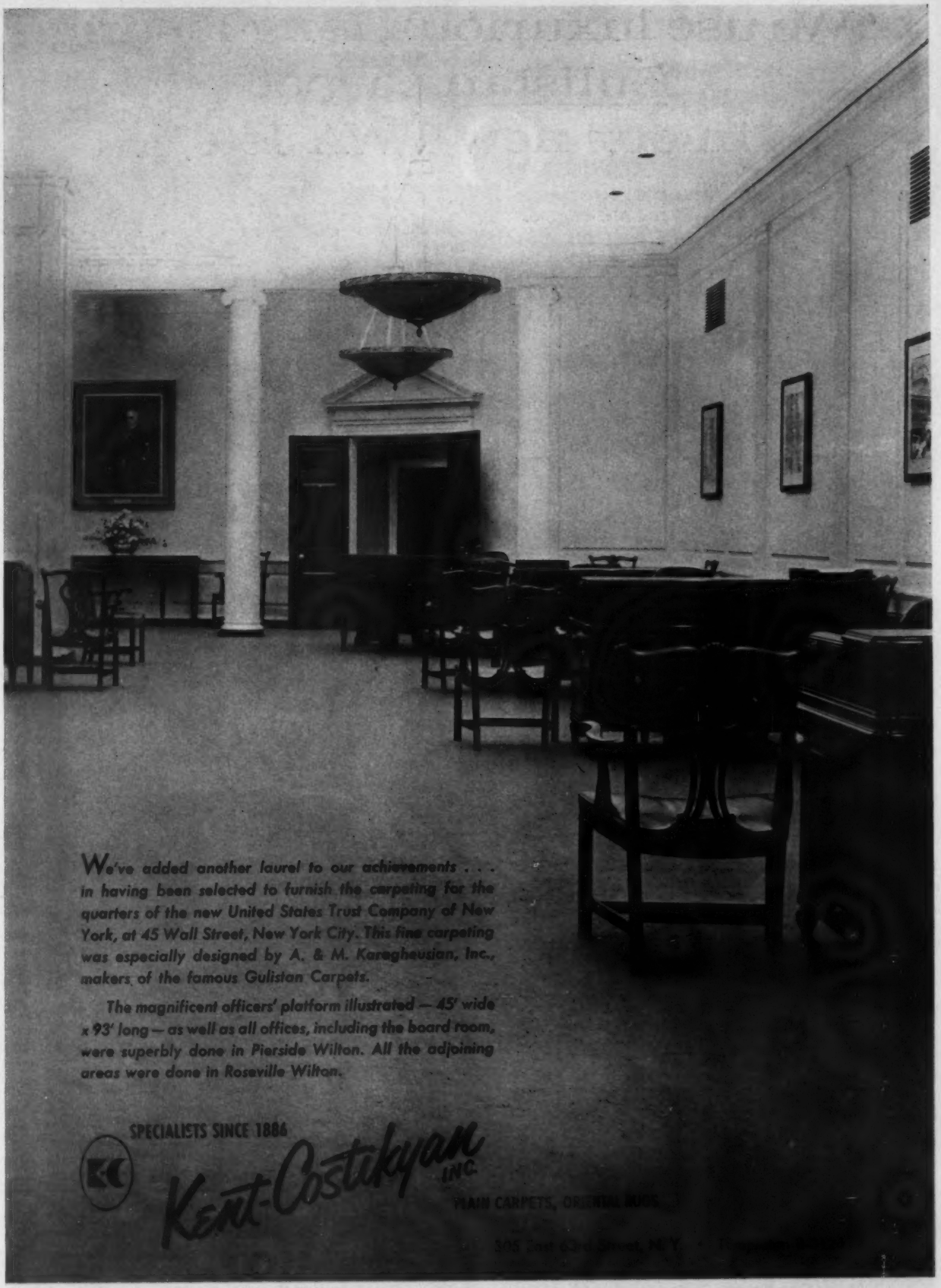
One-Of-A-Kind Furniture and Accessories

Versatility of function and exotic styling keynote new furniture arrivals at David Barrett's design studio, 27 East 61st Street, New York. The designs are copies of antiques and specifically chosen for their adaptability to interiors today. For example, the *channel* chair illustrated is copied from a French original and combines unusual comfort with beautiful hand-caned workmanship. Note how hidden ratchet device lowers the back to several positions and adjusts the concealed foot rest. A lambrequin and loose pillow seat completes the design. Newsworthy for its light airy quality is a series of cocktail tables with ¾" clear glass tops on a gold leaf bamboo frame. Used singly or in pairs they are most effective in front of a sofa or a fireplace. Steel and leather are original touches in a Napoleonic campaign chair for a smart bachelor's apartment, and metal plays an important role in a number of attractive accessories.

Authentic Coromandel Screens

The Fan Co., 225 Fifth Avenue, New York, importers of Oriental art and decoration, announces the availability, for the first time in ten years, of fine Coromandel lacquer screens. Imported from the Far East, the Coromandel screen has never been surpassed for special beauty of design and craftsmanship, and in the recent past has assumed such importance as a collector's item they have been able to command astronomical prices. Today, while the work is executed in the same manner and is of the finest hand quality, they are less prohibitive in cost and would be an attractive adjunct to both the contemporary and traditional interior. Available in a choice of four, six, and eight panels the designs are made in both tall and short sizes, the latter most striking when used as over-sofa decoration.

Continued on page 116



Interiors designed and executed by Theo. Hofstatter & Co., Inc.

"We use luxurious, long-lasting Gulistan carpet in our new TWA Jets,"

says **CHARLES S. THOMAS,**
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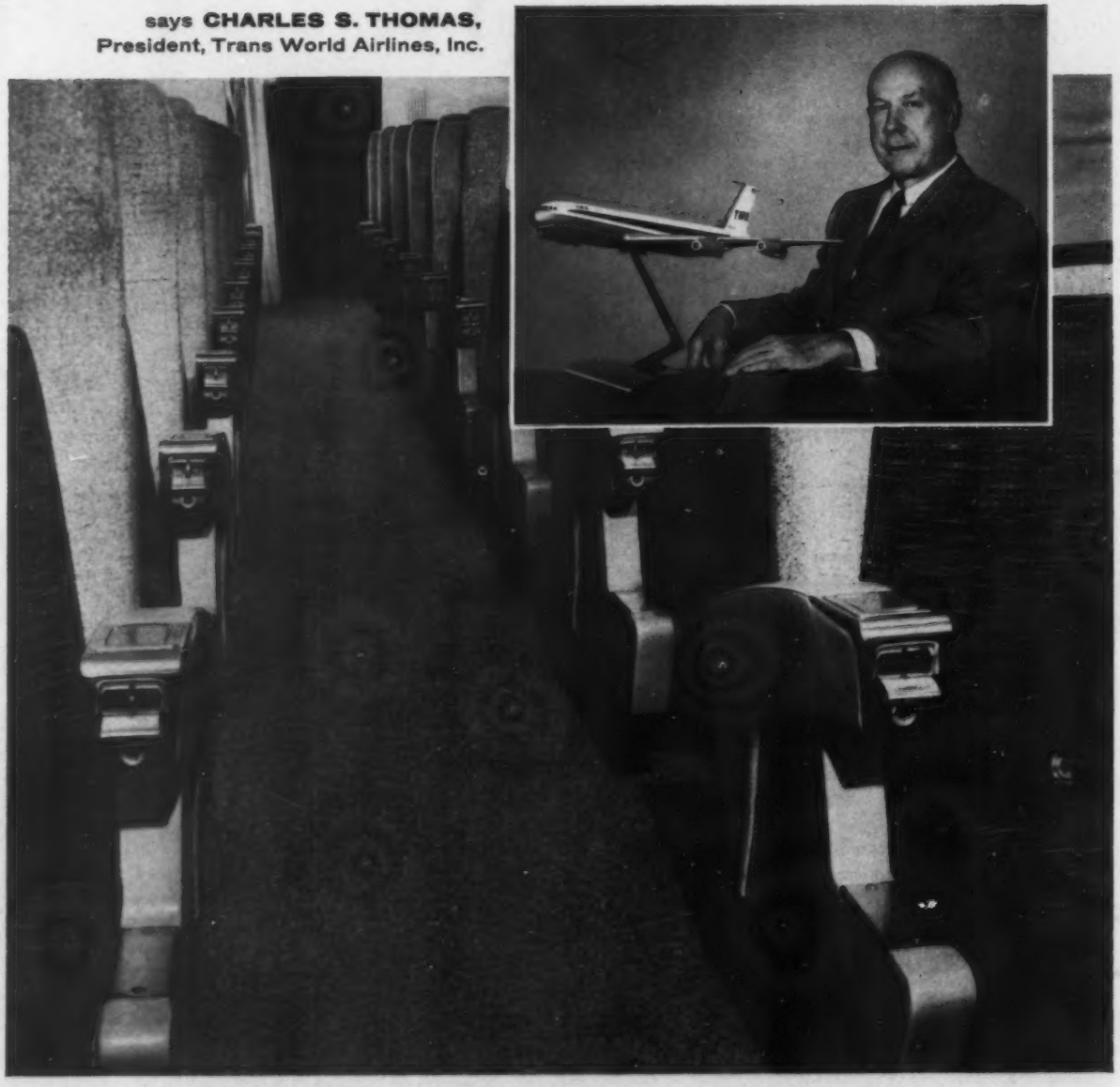

TWA Boeing 707, world's largest and fastest Jetliner. Custom carpet by Gulistan Design Department.

"They're right up there with the Jet Age, luxurious Gulistan carpets. Their luxury lasts. *And there's an extra bonus in the lower upkeep."*

With all these advantages—beauty, long wear, permanently mothproof—Gulistan needs so little care it cuts costs of floor maintenance up to 50% over other kinds of flooring. In limitless colors and original designs. Ask your Gulistan dealer about them. Or let us work out a one-of-a-kind design carpet for you.

More distinguished hotels, theaters, restaurants, banks choose Gulistan than any other carpeting.

Write: Commercial Department ID-10, A. & M. Karagheusian, Inc., 295 Fifth Avenue, New York 16, N. Y.

One name stands apart from all the others in the field. Sherle Wagner, the originator of luxury bathroom fixtures...unrivaled in quality, concept and craftsmanship. Shown: The Dolphin Design, a Sherle Wagner Original in 24 carat gold plate, available with correlated accessories.

Sherle Wagner

SHERLE WAGNER, 123 EAST 57TH STREET, NEW YORK 22, N. Y. PLAZA 8-3300. WEST COAST REPRESENTATIVE: ANLEDLER-PAUCHERE, [illegible] SAN FRANCISCO; 144 NORTH ROBERTSON BLVD., LOS ANGELES, CALIF.; A. ROBERT SCHOEN ASSOCIATES, 108-112 N. E. 40TH ST., MIAMI [illegible]

Market Spotlight

continued from page 112

Early American—Wallpaper and Fabrics

The Old Stone Mill Corp., 515 Madison Avenue, New York, captures the charm and nostalgia of Early Americana in an imaginative collection of wallpapers —some with matching fabrics—all with a fresh color interpretation especially adaptable to interiors today. The papers, machine printed and plastic coated for added practicality, offer a wide selection of subject matter. These range in theme from stylistic renderings of florals to interesting pastoral and garden scenics, and also include the diminutive and provocative bandbox designs which are so much a part of this quaint era. The colors, too, reflect versatility, with subtle monochromatic schemes on the one hand and jewel-like four-color effects on the other. The fabrics are hand screened and vat-dyed with the same clarity of tone as the papers and provide perfect ensembles to be mixed or matched. Illustrated are *Crewel-Like*, reminiscent of grandmother's embroidery, in shades of blue on blue, gold on cream, green on cream and mocha on beige; and *Paisley Flower*, in Venetian red on cream, olive on buff, green on light blue, mustard on gold and white on dusty rose. Both have fabrics to match.

Attractive Bedding Units

Unusual styling keynotes a special collection of contemporary bed units distributed by Roomaranger Products, Inc., 666 Lake Shore Drive, Chicago, Illinois. The designs, built high off the floor, are extremely lightweight, offer a neat tailored appearance particularly adaptable to the guest bedroom, a den or a child's room. Included is a handsome imported Swedish *Pallet bed*, illustrated, with striking black or white enameled wrap-around, grid-type head and foot ends. Splayed metal legs and a finished wood frame add to its simple design. Others comprise headboards of 1″ square tube aluminum available with either deep tufted panels or a simple welt-trimmed quilted antique satin panel. And if you are in search of a special thin-line unit, this firm has one, a *Homotel* steel frame unit with legs of square steel tube which secures into each corner of the frame and measures 10″ at the mattress and foundation boxing. A fine selection of quality mattresses and ticking is also available.

Continued on page 120

No. 1844

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That exquisite Miele look

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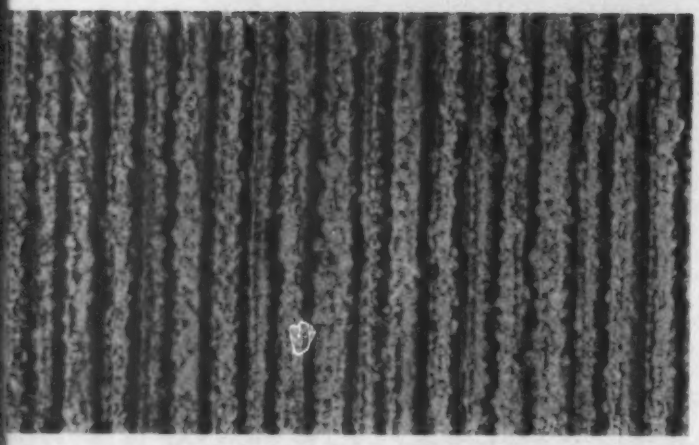
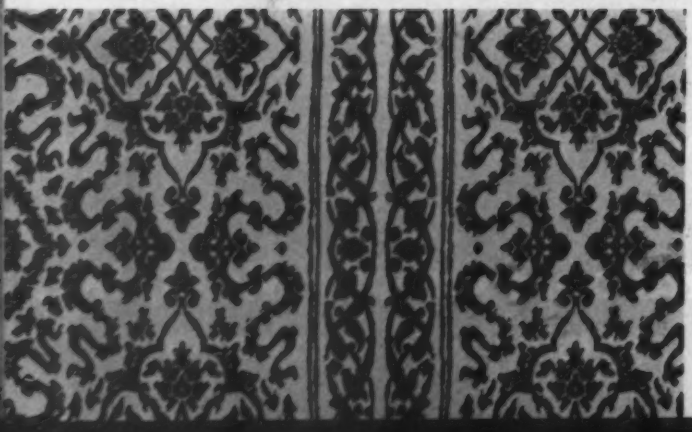




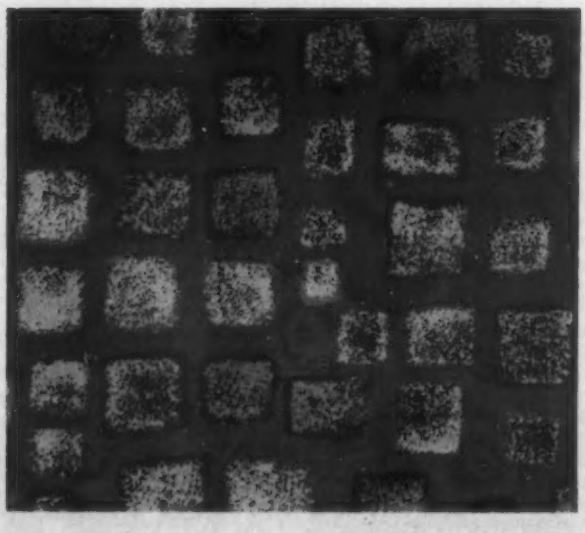
Market Spotlight

continued from page 116

Luxury Theme in Fabric Design

A new fabric collection at H. B. Lehman-Connor Co., 509 Madison Avenue, N.Y., comprises fifty-five new upholstery and drapery patterns with elegance as their theme. The designs, styled by Annette Holland, are interpreted on delicate cotton sheers, linens, silks and blends, are a combination of both domestic and European talents highlighting the best qualities of each. Notable for its quality of formal elegance is a pure silk damask of the Adam period, embellished with urns, bow-knots and floral wreathes in a selection of five jewel colors. With this is shown a striking all-silk velvet with a crush-resistant pile in rose, vermilion, sage, old coral and gold. And in the same vein, a luxurious silk-faced antique satin comes in a selection of over thirty-three colors with a companion stripe. Textures are unusually soft and pleasant to the touch and include *Textured Stripe*, a design in five monochromatic schemes with a correlated plain texture in seven colors. *Texture Jacquard* presents a three-dimensional sunburst motif in six colorings. For an exceptional crisp look, *Glazed Chintz Marigolds*, a design using fourteen screen prints, is available in six garden fresh colors. Two abstract patterns include *Spheroids*, a circle pattern printed on silk and Fortisan or linen, and *Ices*, a German import on sailcloth, especially good for outdoor furniture. Sheers are represented by *Verna*, a silk and Dacron gauze with a floral spray, and *Narcissus* a cotton batiste with exceptional body.

Continued on page 130



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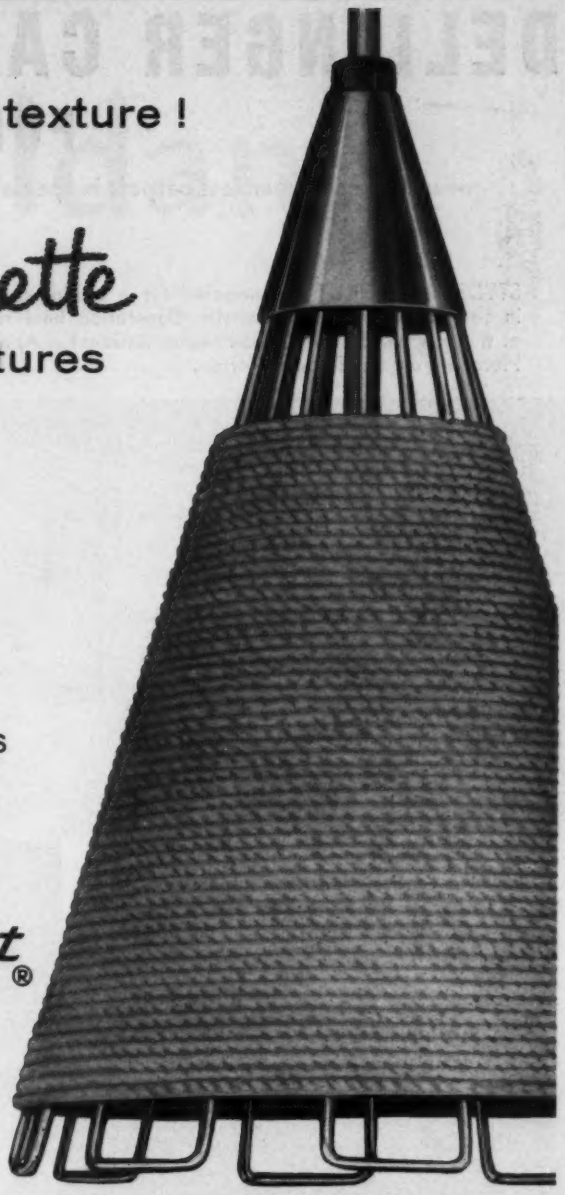

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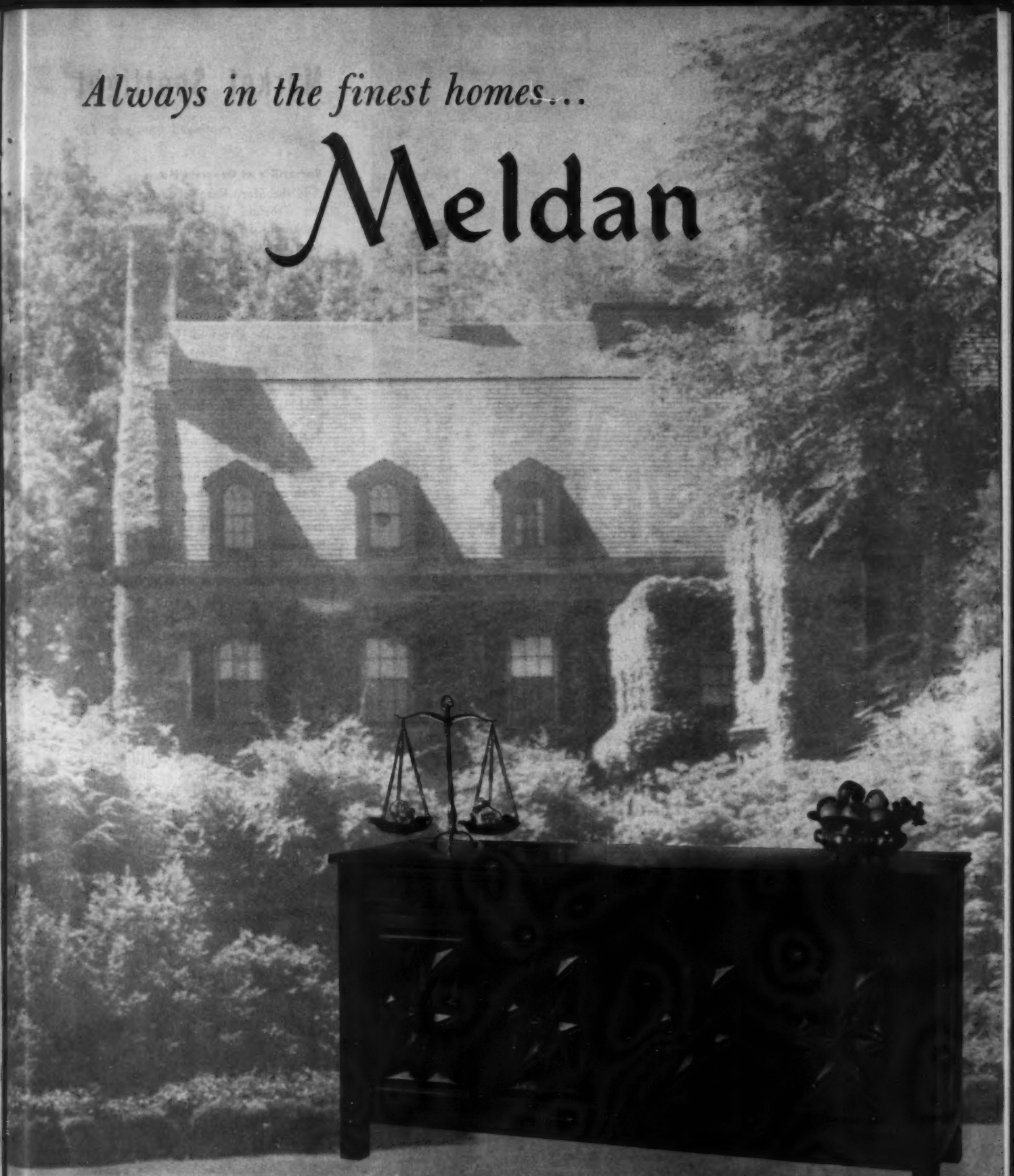

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Market Spotlight

continued from page 120

Bar-buffet-room divider: various units of new Marc Berge designs are attached to walnut uprights on aluminum bases; triangular motif is characteristic of the collection; bar counter is formed by 5" high drawer unit with Parkwood laminated surface, three-legged stool can be ordered with round or square seat.

Versatility at Grosfeld House

Add the Marc Berge flair for design to the Grosfeld House renown for fine workmanship and you have one of the most exciting and versatile collections of furniture to hit the market in many a day. Representative pieces from the literally hundreds of combinations possible are now on view in 11 room settings at the Grosfeld House showroom, 215 East 58th Street, New York. The basic facts are these: walnut wood in oil or lacquer finish; case unit widths in 16¾" or 32" which can be put together in any way up to an overall width of 79"; a triangular theme which serves as a unifying motif: as an integral part of the construction with legs of three-sided trylons, and as undercut grooves on front panels of doors and drawers, the under portion being stained a darker color. Other design details and choices in arrangement, however, are numerous. Drawer and door fronts can be plain without the triangular motif; doors can be accented with cane panels; legs are available in tapered wood or angled aluminum, or pieces can be ordered on large spherical casters. Alternate finishes available on order include colored lacquer, and top surfaces can be in a choice of eight Parkwood laminates. The units can be assembled between tall uprights, stacked on other pieces, or attached by brackets to the wall. Dining and occasional tables are correlated in feeling with the case pieces with a subtle repetition of the triangular theme. Upholstered designs include high-back chairs, lounge chairs, benches, and a neatly scaled chaise lounge. And for the bedroom, there are double-duty daybeds and headboard designs with cane or plain panels, in single, double or Hollywood size.

Continued on page 134

Any of the cabinets, cupboards, chests, trays or bookshelves in collection can be assembled as shown here for a storage wall with a custom look; cabinet with cane-paneled doors is designed for swivel television; for contrast, triangular motif is stained darker.

Variation of a theme is created by attaching movable shelves, drawer and cabinet designs, bookcases with sliding glass doors to metal wall supports.

Largest piece in collection is 79" wide chest shown above with smaller chest; three-dimensional effect is created by darker-tone triangular motifs at corners of drawers.

Graceful cane-paneled chairs with tapered backs are shown with handsome octagonal dining table available with three 18" leaves which extend it to 102".

Double bed headboard has spread-wing effect carrying out triangular theme of collection; low bench-chest at foot of bed comes in various heights and widths, is shown here on Shepherd casters.

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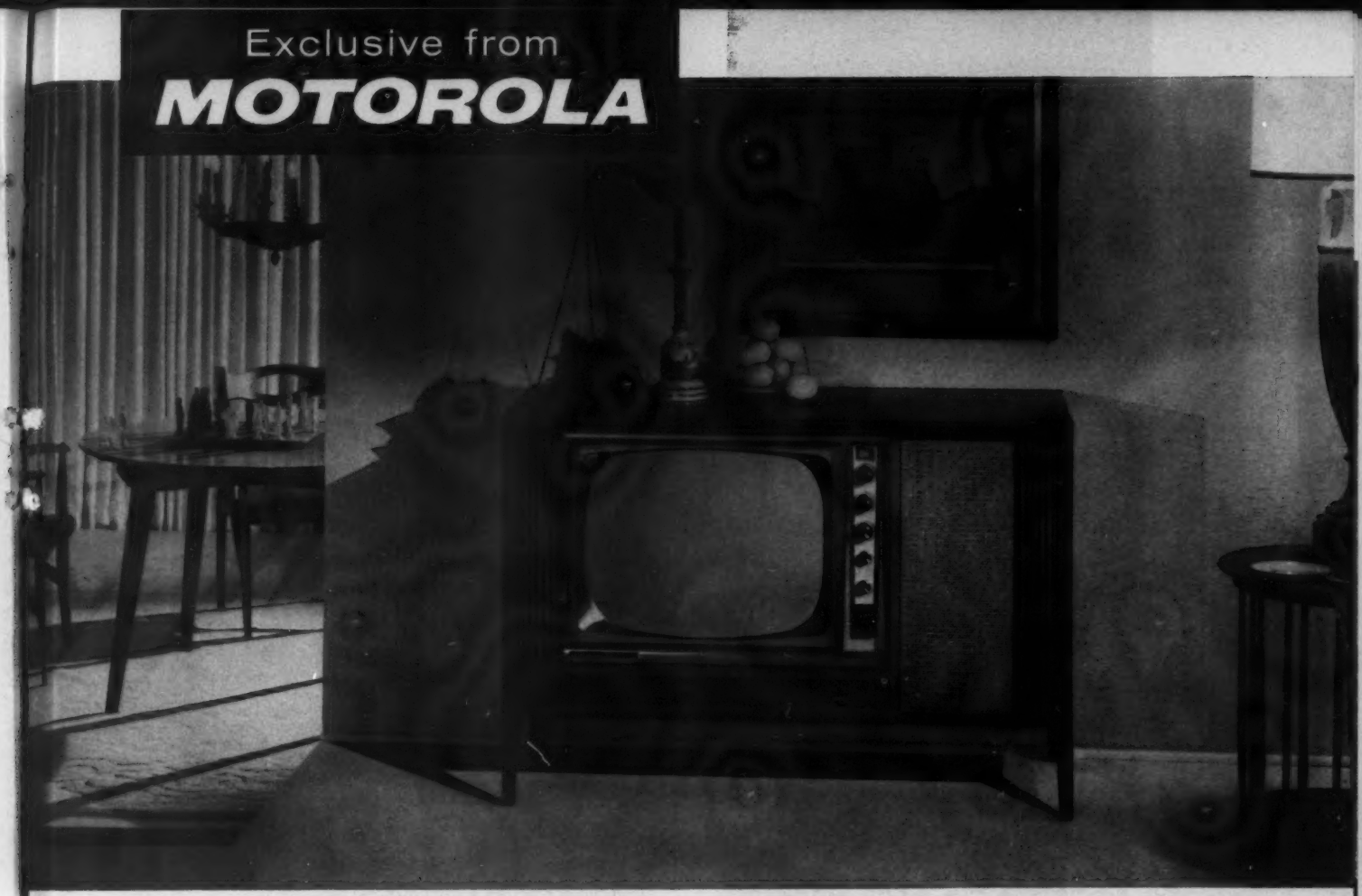

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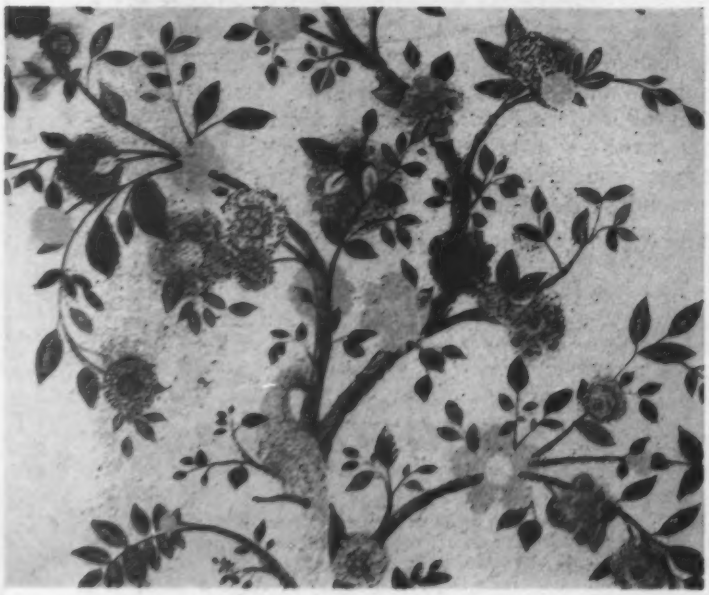

Market Spotlight

continued from page 131

Fall Fabric Elegance

Stroheim & Romann's new fabric collection, displayed at 35 East 53rd Street, New York, is actually several collections in one. For example, for drapery treatments the interior designer will find a striking group of light airy pure linen casements as well as a number of new prints—the latter designed by Peter Lauk III—with special emphasis on large-scaled panel motifs for window walls. For both draperies and upholstery there is a dramatic presentation of unpatterned silks in an unusually wide color line. This silk and satin series covers eleven different qualities, including pure silks and silk blends, in all price ranges, with a total of 214 high-fashion colors. The important role of solids is balanced by the introduction of new textures and textured damasks at once significant for their new contemporary colorings. A special color-keyed line of wovens features damasks, stripes and solids in a beautifully coordinated palette, and traditional schemes will be inspired this fall by elegant cut velvets and imported English chintzes in a wide range of colors. Illustrated is *Windemere*, an all-over floral motif in soft greens, yellow and orange on off-white; *Trianon* presents a handsome horizontal study of architectural motifs on silk sheer; *Castile's* design of bird on a treetop is on cotton; and Italian-inspired *Padua* places tones of silver and gray on off white linen ground.

Continued on page 250

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Room design by Jeremiah Goodman, A. I. D.

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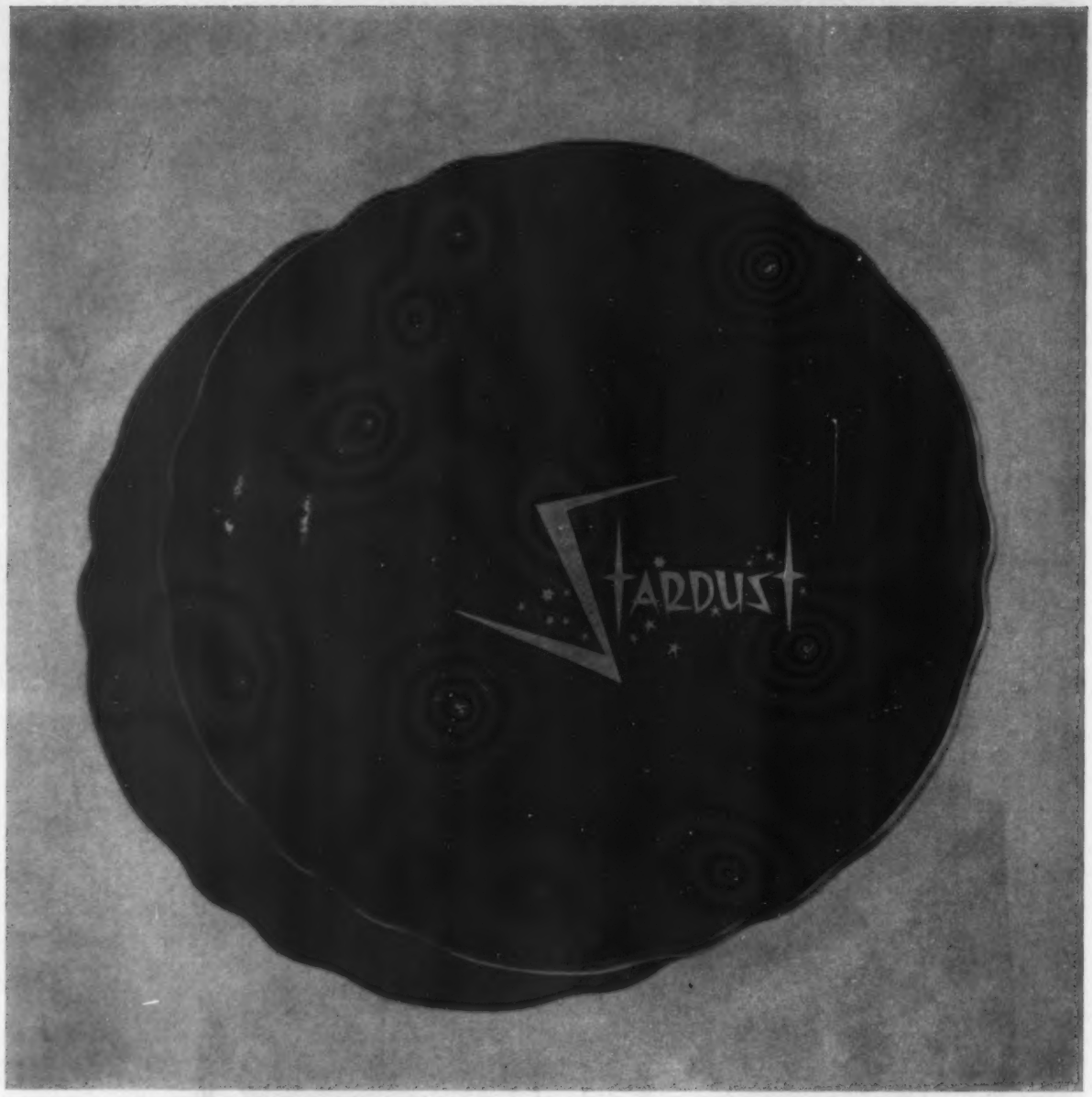

Jac Lessman A.I.D. designed this China for Las Vegas's new "The Stardust." Shenango China can execute your designs for your contract work — or you can choose from a large number of patterns and colors to blend with any decorating scheme.

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Masland Duran Oxblood Klondike pattern on booths in Scoop Restaurant, New York City. Installation by Rollhaus Brothers, Inc., 627 Broadway, New York City.

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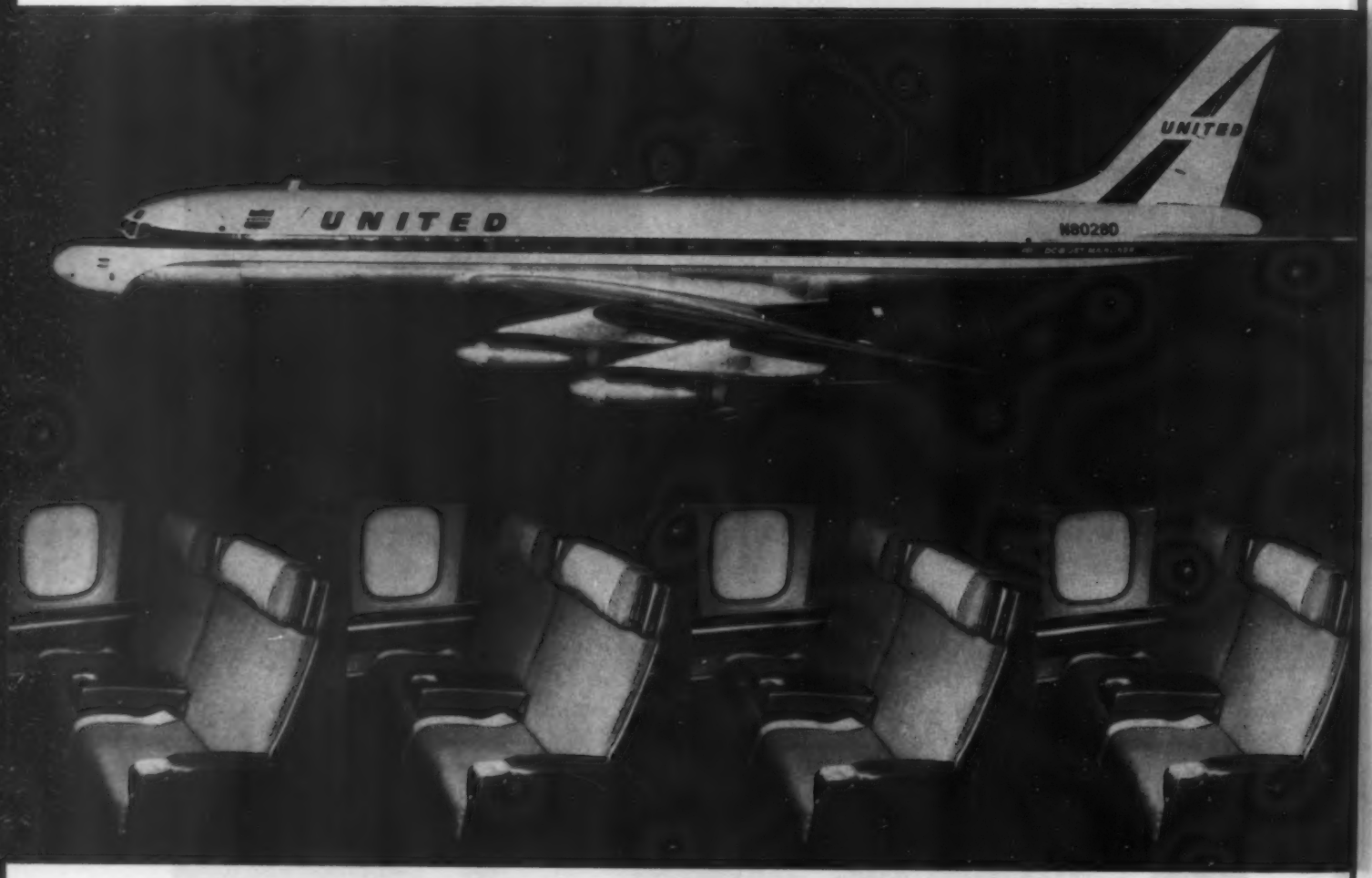

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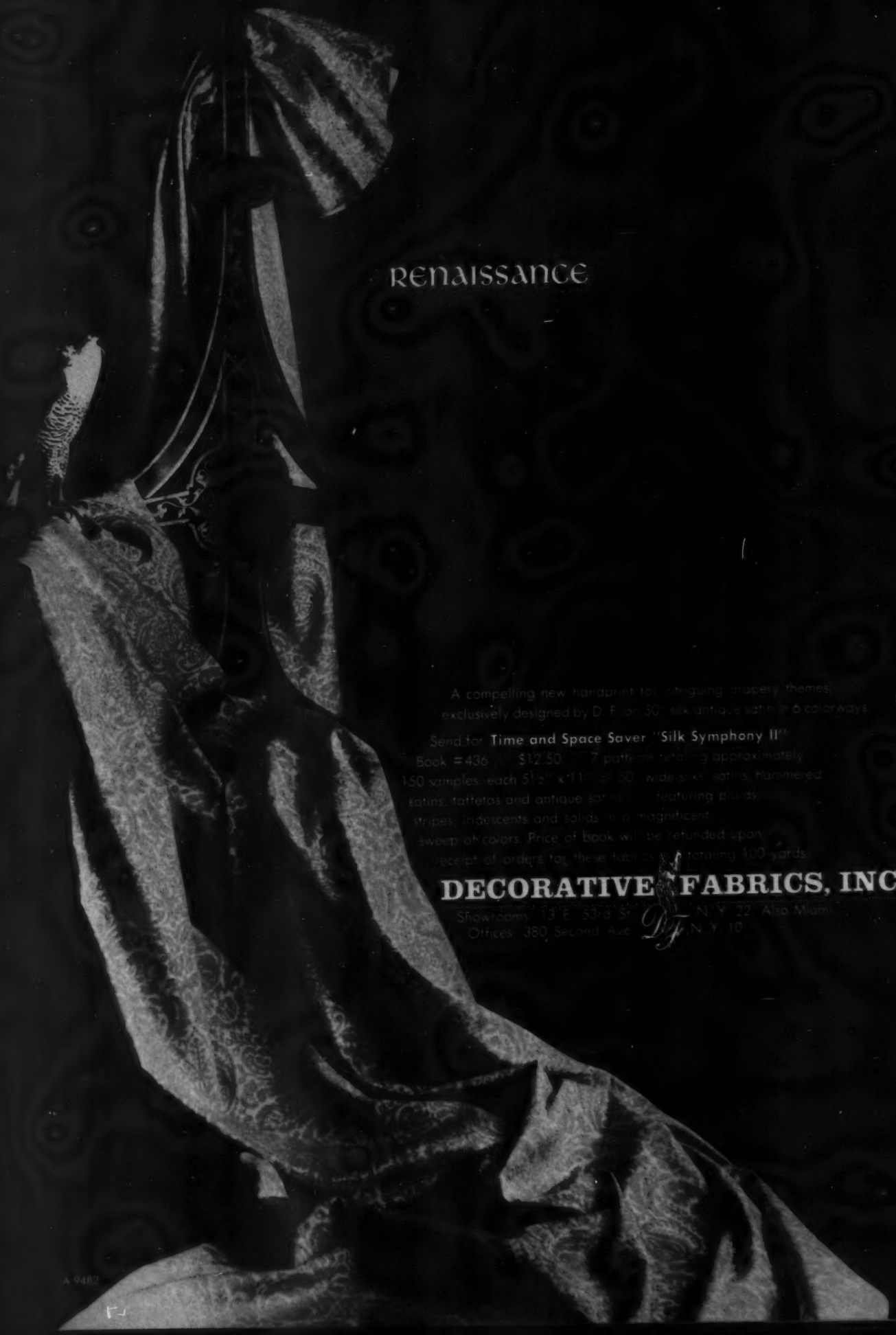
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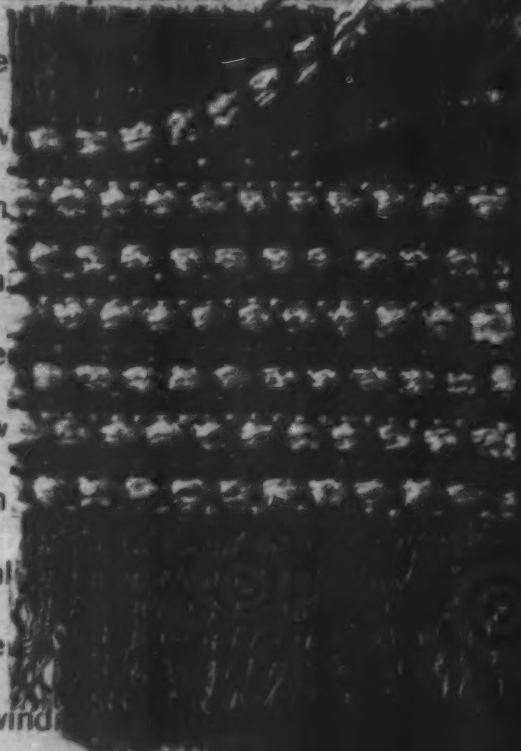


BORIS KROLL

SOURCES OF SUPPLY: A GREAT PROFESSIONAL ASSET

In this issue of INTERIOR DESIGN, 314 firms or sources of supply are giving you a preview of their products. The number of individual pieces represented by these 314 firms will actually run into the thousands. This is the largest issue of the magazine ever published. In fact, it's the largest issue on homefurnishings ever published in the United States, or the world for that matter.

Although this issue is devoted to non-residential work, there isn't any marked difference in the sources of supply represented here than in any other issue of the magazine. This is most significant because it indicates clearly the high level of non-residential work today. Editorially we see that the successful non-residential interior has a very definite residential flavor. It is also indicated that the successful non-residential work is being done by the professionals with residential experience.

A fine interior is made up of many component parts harmoniously and artistically blended and integrated according to a well conceived and thought out functional plan. Every interior designer has a veritable gold mine of sources of supply in this single issue of the magazine. If you turn out a second-rate interior today, it is not because of any lack in sources of supply. Each month new sources are being shown in the magazine. The interior designing profession is growing as well as becoming more competetive; the homefurnishings industry is keeping pace with that growth. Next to your training and talent, your knowledge of sources represents your greatest professional asset—an asset not to be treated casually, but one to be respected and developed to its fullest potential.

The volume of homefurnishings distributed through showrooms is growing at a very rapid pace. With a few exceptions most of the better furniture companies now distribute through showroom channels. With the accelerated demand for the services of the interior designer and decorator in the middle income groups, showroom operators will be meeting this demand for well-designed lower priced homefurnishing products.

With the growth of the showroom system of distribution the showroom operators, strategically located as they are in the important population centers of this country, are playing an increasingly important role—individually and collectively—because of their intimate knowledge of the design and style requirements in their own areas. Collectively, they are more aware of the needs of the interior designers and decorators and the dealers than any other group in the homefurnishings industry.

In the December 1958 issue we presented editorially "The Showroom and Its Economic Impact". In the December 1959 issue we will present the first sequel to this important story to be titled "A Progress Report on the Economic Impact of the Showroom".

As we have frequently stated, "the interior designers and decorators of this country represent the greatest non-academic cultural force in America". It naturally follows that when your economic impact in the form of purchasing power is fully recognized, more and more sources of supply will become available to you through showroom channels of distribution such as china, silverware, glassware, and more homefurnishings products in the medium price brackets.

Harry Anderson

JAC LESSMAN'S

Las Vegas

Hotel Designer
Jac Lessman, A.I.D.

Photographs, Virginia Melntire

Since 1855 when a group of thirty Americans arrived to build a fort against the Indians, Las Vegas has undergone numerous changes. Its growth from a frontier town to a desert retreat to one of the country's leading resort areas is in itself not unusual. But the fact that much of this growth has taken place in the past ten years is. And the man who has played a major role in this growth is hotel designer Jac Lessman.

The list of hotels, restaurants, clubs, hospitals and homes on the Lessman credit list reads like a "who's who" of contract installations including such outstanding hotel interiors as The Roosevelt in New Orleans, The Virgin Isle Hotel in St. Thomas, and the Manhattan in New York (see INTERIOR DESIGN, January 1958). And since 1949 when he designed the original hotel properties of Wilbur Clark's Desert Inn, the Lessman drawing boards have served as a continuous inspiration for additional Las Vegas projects. One reason for his success in this milieu is his understanding of the hotel owner's problems and his ability to turn his client's investments into profits. This is especially apparent in his recent Las Vegas installations as featured here: extensive additions to the Desert Inn including approximately 230 new rooms; and more recently, the glamorous new Stardust Hotel and the new Desert Inn Country Club addition.

Although completely different in their function and design, these installations have much in common: interiors that hit the pulse of the public, have great "cash register appeal" and are practicable for the operator. Of eye appeal there is an abundance. Suites in the Desert Inn are of three different styles—contemporary, classic and Far East; bedrooms have three alternate color schemes: shades of gold and orange; gray, mauve and shocking pink; tones of blue, gold and white. For practical purposes, table and dresser tops are of plastic laminates, and painted walls are accented by grasscloth.

All public areas in the Stardust Hotel, which is the world's largest resort hotel, have the Lessman touch including two large banquet rooms, a coffee house, gambling casino and the Café Continental. Some indication of the size and vast scope of these installations can be seen in the fact that the Café Continental, coffee house and pool pavilion serve 10,000 meals per day, and the food and liquor business amounts to approximately $25,000 per day.

Although "fabulous" has already been overworked in reference to Lessman interiors, it is the only adjective which adequately describes his design concept for the Café Continental. It is here that the famous Le Lido de Paris stage show is presented, and Lessman has created a background which is as spectacular as the show itself. Lush French red carpeting, pink velvet walls, dramatic lighting, and several layers of stage curtains in pink, strawberry red, gold and white are but a few of the luxurious details. The seating arrangement is designed to accommodate the greatest number of people while still giving everyone a full view of the stage, and the huge size of the room is eclipsed by the use of several areas and levels of seating.

Lessman's long experience has taught him that to sustain the success of a resort area such as Las Vegas requires more than getting the week-end trade to come and try their luck at the gaming table. Thus he has aimed his designs at two other important prospects: the vacationer who enjoys not only night life but the golf club and swimming pool, and the convention groups. His work, as evidenced by the representative interiors shown here, appeals to all these groups. Nor have we heard the last of Lessman and Las Vegas, for at the moment he is deep in plans for a big new auditorium which is being added to the Stardust to provide extra facilities for conventions and industrial exhibitions.

Wilbur Clark

Sky Bar and adjoining patio of Desert Inn were part of original installation but have recently been redesigned; furniture outside is by Troy Sunshade, the tables with mosaic tile tops from Murals, Inc.; bar area has Firth blue carpet, J G chairs upholstered in Boris Kroll emerald green texture, Empire bar stools.

Chuck Wagon is one of the Desert Inn's dining areas, features background of California redwood with backlighted copper valance, emerald green ceiling, patterned carpet by Firth is emerald green, coral, brown and lime, chairs from Schafer Bros. are covered in Naugahyde, and table tops are of Parkwood Macassar ebony with banding of gold anodized aluminum.

Living room from Far East suite is in shades of turquoise; furniture from Oxford, Ltd., Cohama turquoise curtain fabric with Bourne Mills "Opaqueen" blackout lining; Firth carpet in medium blue has lining by Allen Industries; walls are painted turquoise with accent wall covered with mural on vinyl shiki silk from Murals, Inc.; Feldman lighting fixture, Lucia Arkin lamps, Martin Lowitz pictures.

Bedroom of suite in Far Eastern styling has Firth blue carpet, Oxford, Ltd. furniture, Stadler-Neuwirth lamp-table, Design Technics bed lamps; curtains with printed design on turquoise and white bedspreads are of Cohama fabrics; wall behind beds is Vicrtex striped grasscloth.

Bathrooms are in blue, pink or white depending on adjoining bedroom; walls are covered with Murals, Inc. marbleized vinyl-coated paper, flooring and counter are of Cambridge tile, rug by Cabin Crafts.

Typical guest bedroom is in shades of gold and orange; alternate schemes include gray, mauve and shocking pink; blue, gold and white; furniture by Oxford, Ltd. has pumice finish with matching tops of Fiberesin, brass trim; Firth carpet, Simmons bedding, Lowitz mirror, Cohama fabrics.

In bedroom at right, walls are covered in pale avocado Vicrtex silk pattern as background for Oxford, Ltd. beds with white vinyl covered headboards; draperies are printed on Fiberglas by Cohama; side chairs and benches are in bright turquoise; Firth carpet in avocado green has Allen Industries underlay; Feldman chandelier, Crest lamps, Lowitz pictures.

Exterior of Desert Inn Country Club, left, shows second floor which was recently added.

Country Club bar has walls and beams of pecky cypress, Firth beige carpet; bar was built by Northwest Showcase, is faced with tortoise shell leather which is also used on Schafer Bros. stools; brass lighting fixtures by New Metal Crafts, tables with Parkwood teak tops by Dodds; planter serves to divide bar from dining area; woven blinds are by William Webb.

For Café Continental where famous Lido de Paris show is held, designer Lessman created spectacular background with walls covered in pink velvet from Baxter, Kelly, Faust, red carpet, several layers of stage curtains including pink velvet outer curtains, gold and white back curtains of Dazian's fabric; main ceiling is pink, higher part in center is red; lighting is by Kliegl Bros., the crystal fixtures from Lightolier; seating includes tufted banquettes by Schafer Bros., upholstered in pink Naugahyde, and Empire chairs in Federal gold vinyl; tables by Paul Dodds, pink tablecloths of Simtex, Shenango china; International silver, Libbey glass.

International Room, one of several areas designed for banquets, has walls covered with Laverne textured gold and white design on canvas between panels of Federal gold vinyl with New Metal Crafts lighting fixtures; room measures 100' x 50', can be divided by means of Richard Wilcox folding doors; flooring is Higgins Laminated Wood, tables by Howe, Troy chairs in off-white Naugahyde Doe-Vin; Simtex linens; Shenango china; International silver; Libbey glass; Kliegl recessed lighting is on dimmer system.

Stardust Casino is carpeted in red with gold stripes defining entrance to the supper club; ceiling is painted gold, walls are covered in Laverne red and gold marbleized vinyl except paneled areas in ebony Parkwood; Schafer Bros. stools in crimson Naugahyde; Tombacher lighting fixtures; Kliegl recessed lighting.

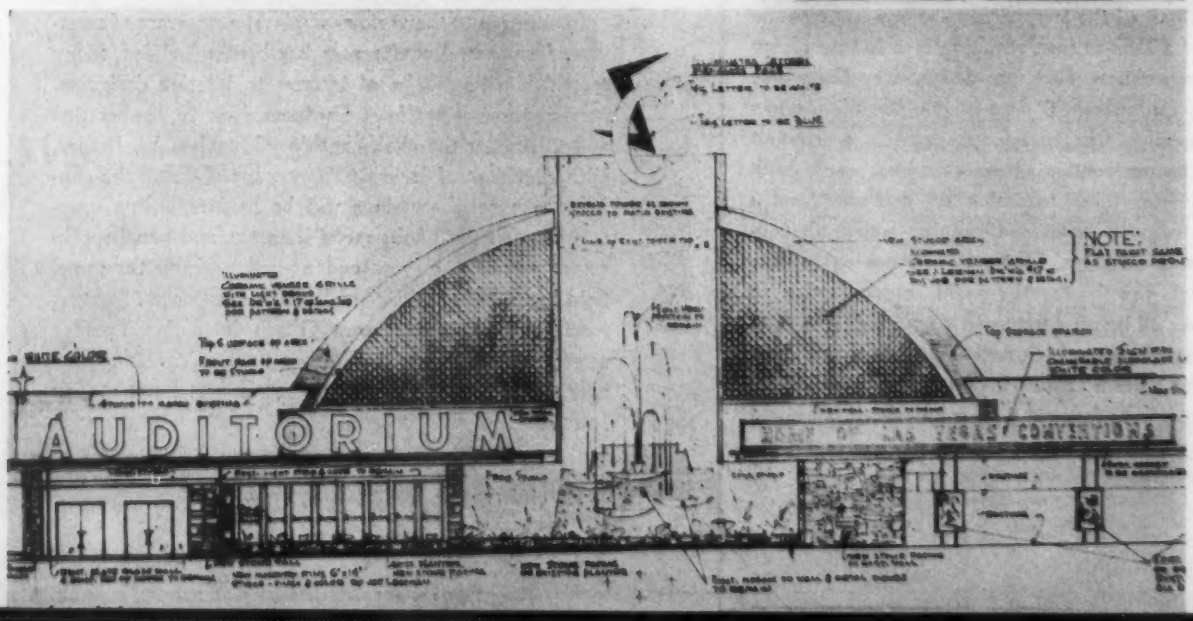
Pan American Room, also designed for banquets, features unusual wall treatment with handpainted murals by Charles Rigg, architectural stone panels from Murals, Inc., other areas in Laverne orange textured canvas wall covering; Kliegl lighting.

View above is of Stardust pool cafe; metal and wood furniture by Troy Sunshade.

Walls in coffee shop are gray-walnut Parkwood, the hood and valance in the serving area of copper; yellow and white bouclé curtains are from David & Dash, flooring is Amtico black and white vinyl tile; chairs from American Chair Co. with black Naugahyde coverings are used with Paul Dodds tables, the tops matching the Parkwood walls; chandeliers by Tombacher.

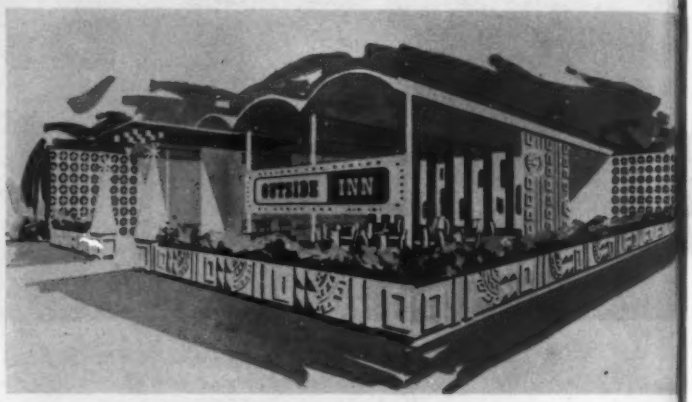
Kitchen in Stardust Hotel is one of most modern in America designed for its fast and efficient operation by Joe Bock, Operations Chief and director of Food and Beverage Services at Stardust and Desert Inn, shown here, left, receiving merit award from Henry Greenspun, publisher of the newspaper Las Vegas Sun.

Designer Jac Lessman's drawing showing front elevation of new Stardust Auditorium designed for additional convention facilities and now under construction.



National Hotel Exposition

Interior Designer: **Henry End, A.I.D., I.D.I.**
Installation: **Designs for Dining**
Location: **National Hotel Exposition, New York**



Exterior view of "Outside Inn" sets informal, outdoors theme of dining areas including terrace in foreground with strawberry pink and milk white color scheme; furnishings used in this area are Howell metal chairs covered in pink or white Naugahyde; Chicago Hardware Foundry bronze table bases topped by Parkwood Laminates pink and white laminate; Amtico white, pink and red vinyl flooring; sculptured walls from Murals, Inc. serve as divider between areas.

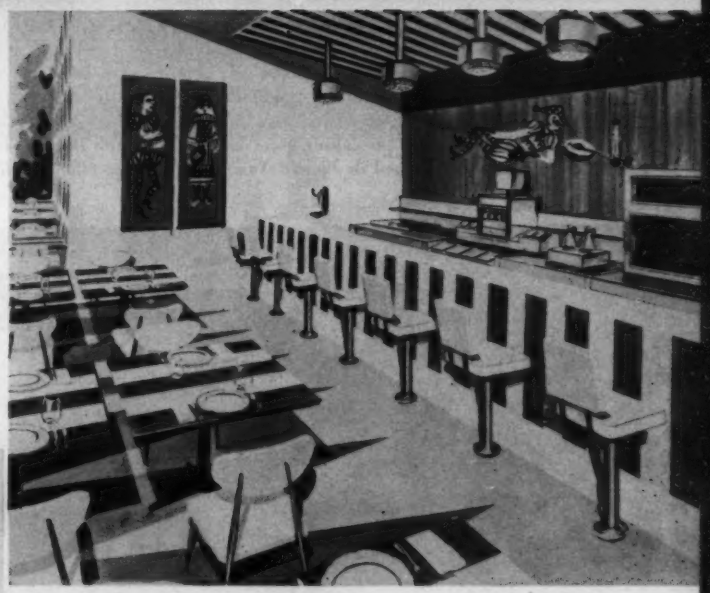
On November 2nd, the 44th annual edition of the National Hotel Exposition will open at the New York Coliseum. This will be the largest show in the history of the exposition, covering four display floors with food service equipment, utensils, foods, furniture and furnishings. Of special interest to interior designers will be two feature exhibits: "Designs for Dining" with a series of restaurant interiors by Henry End, A.I.D., I.D.I., and a hotel "Room of Tomorrow" by Tom Lee, A.I.D., I.D.I.

Mr. End's "Designs for Dining" are given the name "Outside Inn" denoting informality and the idea of bringing a feeling of outdoors into a dining interior. The four areas include an inside dining room, a festive coffee shop, a cocktail lounge and bar, and an outside dining terrace bordering on two sides of the display which, through its informal decor, sets the theme expressed in "Outside Inn".

In creating a potential hotel "room of tomorrow", designer Lee has departed from the typical square or rectangular-shaped room and devised an interesting pentagonal-shaped structure with a wedgeshaped bathroom and another wedge as a terrace. When built in a series, the rooms would create a zig-zag corridor, thus avoiding the usual, long monotonous hallway. The maximum length of the room is 27 feet—completely open from the door to the window wall of the terrace. Furnishings are close to the walls for a built-in look resulting in a feeling of uncluttered spaciousness. Beds are designed as chaise-like sofas which can swivel 90 degrees into the room when used for sleeping. On the opposite wall is a five-unit storage enclosure containing a wardrobe, chest with mirrored dressing table, television set, desk-chest and a serving pantry with basin and running water, all concealed by sliding doors. Electronic devices enable the guest to dial directly for the maid, room service or message desk; all lighting fixtures are equipped with dimmer controls; television, hi-fi, radio and built-in telephone are controlled from a cabinet between the two sofa-beds. As shown, the room features a color scheme of blues and greens with large areas of white. An alternate scheme, adaptable for cool climates or rooms on the north side of a building, combines corals, pinks and yellows. In designing the room, Mr. Lee worked with the projects design coordinator, Karl Steinhauser, President of the Illinois Chapter of the A.I.D.

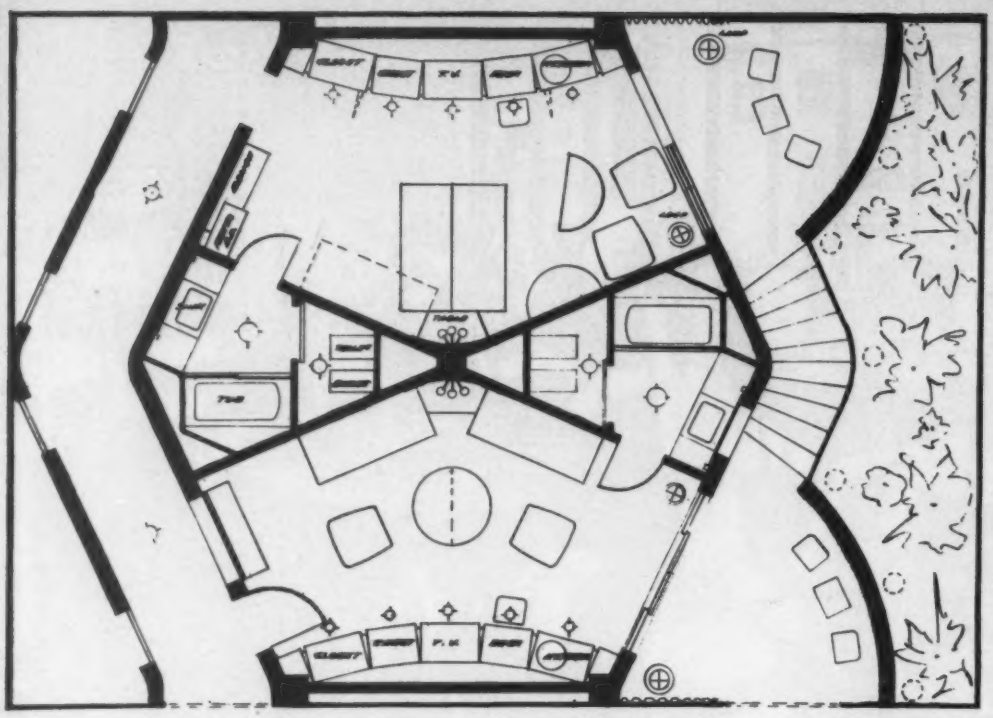
In addition to the various displays, a program of meetings, forums and conferences has been scheduled, many of which will also be of interest to interior designers. Among these is a Motel Conference on November 3rd and 4th under the chairmanship of Stephen W. Brener, Vice President of Helmsley-Spear, Inc. During the conference, panel discussions will be held regarding operational problems of the motel industry, and panel speakers will include owners and executives from the motel field as well as architects and interior designers. Another meeting of special interest is scheduled for Tuesday afternoon, November 3rd, when *Institutions Magazine* will conduct a forum entitled "An Expert Look at Top Interiors".

Inside dining room features new "spotlight" red carpeting by La France in "Horizon" pattern, the same red tone repeated on J. P. Stevens linen table cloths with white undercloths; Shelby Williams chairs with antique white wood frames are covered in white Naugahyde, tables are by Chicago Hardware Foundry; table appointments include International silver, Syracuse china in gold and black on ivory, Libbey Waterford glass service; decorative feature of room is luminous wall of Tropicel by U. S. Rubber Co., giving effect of stained glass.



Coffee shop setting has counter and table service, features practical but colorful materials: Shelby Williams walnut finished chairs in white Naugahyde, table tops by Howell with new combination of rosewood and white plastic laminate, Amtico vinyl flooring; appointments include International silver, Syracuse china in shades of brown, Libbey glass, white Simtex ivy pattern napkins by J. P. Stevens.

Cocktail lounge and bar is separated from inside dining room by Shelby Williams banquette covered in ebony Naugahyde trimmed with brass buttons; La France red carpeting in "Horizon" pattern is continued from dining room; Shelby Williams chairs have white wood frames, cardinal red Naugahyde upholstery; table tops feature new Amtico vinyl with large pink daisy design, the motif repeated on the bar front and adjacent flooring; bar top is Parkwood white laminate.



Floor plan, left, shows how rooms would be joined in succession creating a zig-zag corridor; maximum length of each room is 27 feet, maximum width, 17 feet.

Interior Designer: **Tom Lee, A.I.D., I.D.I.**
Installation: **Room of Tomorrow**
Location: **National Hotel Exposition, New York**

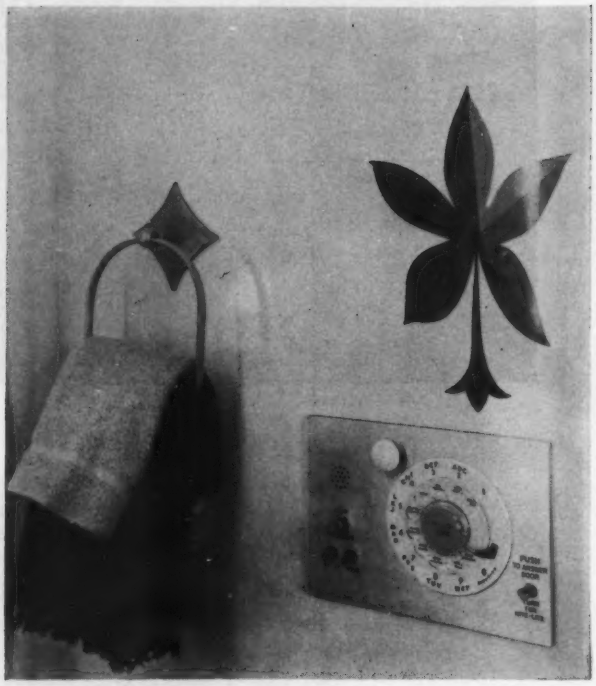
All storage facilities, desk, television and coffee maker are concealed behind curved unit faced with new rosewood pattern by Parkwood Laminates with feature strips of Amtico's sapphire "Stardust", the interiors lined with Midas Naugahyde in white; unit was made by Simmons Co. who also made all furniture for room; carpet by Alexander Smith is of Acrilan in combination of willow green, azure and royal blue; drapery fabrics by Cohama are lined with Milium for insulation, glass curtains are white Dacron, and chairs are upholstered in Doe-Vin Elastic Naugahyde in new blue metallic color.

Alexandre Georges

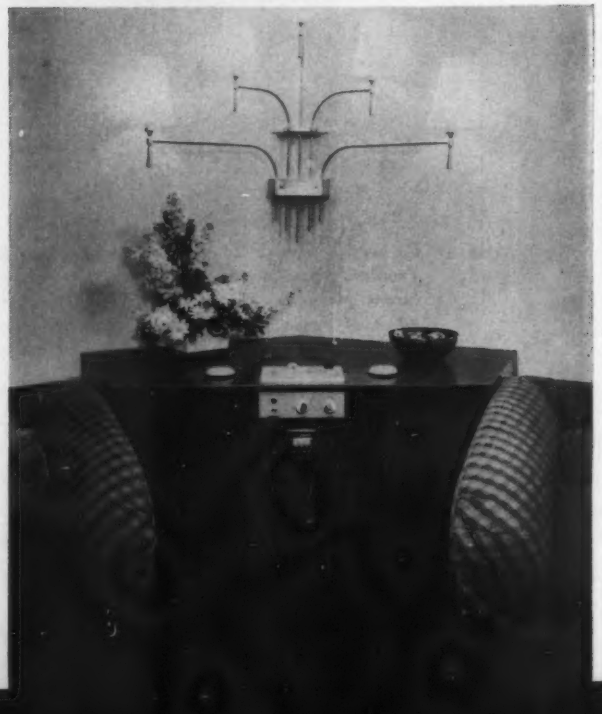
Overall view of room as seen from wedge-shape terrace shows arrangement of Simmons new sofa-beds which swing out from wall to become twin size beds; unit between beds has controls for Admiral television, hi-fi, radio and built-in telephone; multi-light wall fixture and tray-lamp are by Lightolier; walls are covered in white Midas Naugahyde; metal furniture by Simmons features new "Lucite" acrylic enamel finish by Du Pont offering resistance against burns, staining and abrasion.

Corner of terrace shows screen of new Honeycomb Tropicel panels by U. S. Rubber Co.; made of translucent plastic in shades of blue and green, they give effect of stained glass; flooring is Amtico vinyl tile in marbleized white with strips of "Stardust" pattern in sapphire and olive green.

Bathroom walls and floor are covered in white Amtico Renaissance vinyl tile with custom leaf inserts of blue and green; vanity top is of Parkwood's new "Raw Silk" laminate in "Bali Blue"; theatrical strip-lights around mirror are by Lightolier, can be dimmed or brightened by Luxtrol control; sliding door is made of U. S. Rubber's Circlet Tropicel in blue and green; bathroom fixtures by Crane Co.



Built-in Bell telephone system in bathroom enables guest to answer door, dial for room service, make local or long distance calls.



Panel unit between sofa-beds in living room has similar communications system, also includes message waiting light which flashes to tell a guest that a message is waiting for him; unit also has controls for Admiral television and hi-fi; wall light above is by Lightolier.

Detail view of storage wall in living room shows serving pantry with basin and running water, automatic coffee maker; counter top is covered with Parkwood's "Raw Silk" pattern in blue.

Another section of storage wall includes mirrored dressing table and Lightolier wall light on Luxtrol dimmer system.

Among new products included for guest's convenience is built-in iron and ironing board made as a unit by Iron-A-Way Company.

New lounge chairs by Simmons are finished in acrylic resin enamel called Lucite developed by Du Pont, feature removable seat and back cushions covered in Doe-Vin Elastic Naugahyde in new blue metallic color.

Interior Designer: **Dorothy Draper, A.I.D.**
Installation: **Park Lane Hotel**
Location: **New York, N. Y.**

In redecorated dining room, shown on opposite page, Metropolitan Lighting crystal chandeliers enhance beauty of walls painted red to match James Lees carpet and draperies of Thorp damask; Thonet chairs, lacquered black, have black Naugahyde upholstery. In upper lobby, shown directly below, a background of superb elegance is achieved with white painted ceiling, walls covered in same Schumacher red plum damask used for draperies, and James Lees matching carpet; shirred shades are white Fiberglas, and crystal chandelier comes from Metropolitan Lighting. A mustard, white and black color scheme characterizes the lounge-bar area shown at left, above and below, with Senandel yellow fabric for draperies, armchairs and bar stools in Gilford black Naugahyde; mirror was supplied by Roth, and marbleized vinyl facing on bar counter by Robbins.

Vistas from the hotel are magnificent, including the grandeur of the Hudson River from the sun-drenched terraces overlooking lawns and flowering trees at rear; structure in center is garden restaurant.

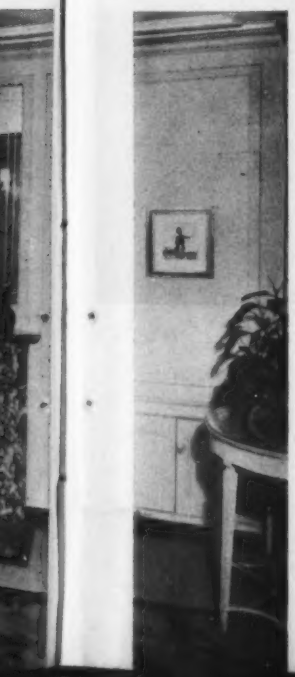
Photographs: James Vincent

Feature of main dining room is window boxes with Fuss plastic flowering plants which are changed seasonally; walls are painted off-white, contrasted with Mohawk green carpet from Carpet Distributors and draperies, with quilted valances, of Stroheim & Romann metallic gold and white striped fabric.

Principal sources for color in acquamarine and white decorative scheme of women's reception room are curtains and cushion of window seat in Federal print by Greeff, walls painted with Multakolar by United Lacquer, and Mohawk carpet from Carpet Distributors; Huntington upholstered chair and table with Little Jones flowers on console, opposite. →

Living room of Presidential Suite, with bayberry and white color scheme, has furniture by Heritage, Zenith television console and off-white draperies of luxurious new damask by Greeff; Mohawk carpet from Carpet Distributors; portrait over black marble mantel is of Colonial hero, Kofakowski. Bedroom of Suite, below, has Federal blue and white color scheme incorporating Mohawk blue carpet from Carpet Distributors, Cabin Craft white bedspreads combined with Jofa blue and white toile de Jouy canopy and dust ruffles, with matching pattern in window curtains (not shown) opposite; Kittinger mahogany furniture.

Interior Designer: **Jacques Miller**
Installation: **Hotel Thayer**
Location: **West Point, N. Y.**



Outdoor pool and patio area has Arbuck furniture, colorful beach umbrellas by Schnupp Company.

Interior Designer: **Jack Cameron, A.I.D.**
Installation: **Shamrock Isle Hotel**
Location: **Miami Beach, Florida**

The Shamrock Isle Hotel is a small resort hotel in the Bal Harbor section which adjoins Miami Beach. Because it is small in size—only 103 rooms and 8 suites—the owner felt that it was necessary to develop a highly individualized character and personality through its décor. To do this, designer Cameron approached the design problems with the basic concept of giving each guest a feeling of luxury, an exclusive club-like atmosphere and at the same time retaining the graciousness and warmth of being received in a hospitable, well-appointed private home. Thus public areas are divided into small groupings on varying levels: a separate writing corner, small conversation areas or reading nooks, a private card room; and although each space is treated in a different manner, there is an overall schematic harmony. Colors selected by Cameron are unusual—soft gray-blues, misty charcoals, brilliant tangerines and the vivid aquamarines and turquoises of the tropical seas. Furniture of his own design is spotted throughout the installation and has a feeling of graceful airiness. Accessories are of heirloom quality yet have easy-to-care-for and long-wear characteristics: silver epergnes and candelabra, original oil paintings, ceramic and marble ashtrays and many other objects which are practical in themselves but also have great intrinsic beauty. Lush native greenery, long a Cameron signature, is used lavishly throughout the installation emphasizing the hotel's tropical locale.

Liddle & Kohn

Conversation grouping in lower lounge is surrounded by built-in planters filled with lush tropical foliage, dividing columns have gray-blue and turquoise wallpaper pattern, walls are painted soft turquoise, and recessed wall with painting is paneled in off-white wood; custom high-back chairs made by La Riviere are upholstered in David & Dash blue-black and white linen, coffee table has alternating section of turquoise and white Formica.

Writing corner of lower lounge has backdrop of David & Dash fabric in blue-black linen tweed with motif in white; hanging console desk in textured white painted finish with pickled walnut insets and black chairs are custom designs made by La Riviere; suspended white lanterns with brass grille edges by Studio of Lighting provide ample lighting without taking up table space; flooring is 20-inch tiles in deep turquoise travertine.

Overall color scheme in main lobby is French gray-blue, turquoise, and charcoal with lime and white accents; shaped charcoal carpet by Dellinger leads traffic around main seating area with custom angled-sofa made by La Riviere and upholstered in David & Dash pale blue and turquoise print which is repeated on Craftsman's Village chairs in antique white with turquoise reeds, complementing huge coffee table with blue and charcoal Formica top; lounge chairs facing sofa are by Skeets & Co., upholstery by Kravet is blue and turquoise; pedestal-base small table from Fred Durkee, table lamps by Fayer Studios; Studio of Lighting chandelier; Grace Richey Clarke woven blinds.

"The Punch Bowl" cocktail lounge was designed to create feeling of intimacy by use of custom screens and plants to divide room into areas; color scheme combines orange, olive and black as seen in carpet from L. Jones, Erbun upholstery on Chairmasters chairs and settees, and in mosaic sunburst motif of Greco tables; walls are covered in "Hushalon" acoustic felt by Central Felt Corp. with teak-finished paneling; floor area around bar is Robbins black and beige vinyl tile, bar is faced in black Formica with large square pads of beige leather matching upholstery on Chairmasters stools.

Interior Designer: **Neal Prince**
Walter M. Ballard Corp.
Installation: **The Colony Motel**
Location: **Atlantic City, N. J.**

Grecian architectural motifs in trompe l'oeil by Roy Little are feature of Iliad and Odyssey room used for games, meetings and special functions; color scheme is beige and black with accents of blue, green and terra cotta; flooring of Robbins vinyl tile, Chairmasters tables, Stakmore chairs; room can be divided by Modernfold doors (not shown).

Coffee House has flavor of Atlantic City Boardwalk in 1900 with handpainted mural by Roy Little setting mood; Robbins vinyl tile floor combines blue, green, white, yellow and black, main ceiling is white, dropped ceiling is blue; Chairmasters tables have Parkwood laminate tops, J G chairs are covered in blue, green and yellow Boltaflex; curtain panels behind divider are of Cohama green fabric, draperies have cut-out pattern on American's "Feutron 63" from Arundell Clarke in blue, green and yellow; custom chandelier from Metropolitan.

Interior Designer: **Lenore Griggs**
Installation: **Room of Today**
Location: **New York, N. Y.**

In a model budget bedroom, the *Room of Today* established by the American Hotel Association's Smaller Hotels Committee, the interior designer with selections of various components and requirements demonstrates aptly how inexpensive furnishings need not necessarily mean sacrifice of quality. Every manufacturer represented was checked regarding the quality of the products used and whether the items conform to the high standards set by the AHA. The commode-desk (Tel-Hotels $92.29), with plastic top, front and sides and bottom drawer accommodating extra blankets, was shown with accompanying chair (Hoover $11.35), lamp (McInnis $6.75) and mirror (Galax $13.35) measuring 30″ x 40″; headboard of bed (Tel-Hotels $17.95) is plastic on wood and displayed with bed frame (Harvard $7.50); night table (Tel-Hotels $27.90) is unique with pull-out tray for food-in-bed service, accommodates lamp (McInnis $4.60); the luggage rack (Tel-Hotels $23.15), with two shelves for extra luggage storage, can be used as an occasional table or, with cushion, extra seating; draperies (25 yds. Cohama fabric @ $2.60) have same background color as bedspread (Cohama $12.75) concealing mattress—with 252 coil 13 gauge wire count and box spring with 72 coil count—(GMC Sleeper Products, covered in 8 oz. fabric, Sunrise $45.30); and Dacron-filled pillows (Purified Down Products $6.10); pair open-arm chairs (Paoli $38.50 ea.) are built according to rigid seating requirements, with backs and seats of foam rubber, upholstered in fabric by Bartson; carpet (McGee, 27 yds. @ $5.75) is all-wool tweed, with liner (McGee, 27 yds. @ $.95); floor lamp (McInnis $12.75) serves also as an occasional table; and picture with lacquer frame (Feika Imports $10.35) completes the room, representing an outlay of only $614.99.

Interior Designer: **Jean Royère**
Installation: **Hotel for Engineers**
Location: **Eastern section of France**

The lounge and dining areas of a hotel for engineers in an eastern province of France as planned by Architect D'Angleterre, the interiors designed by Jean Royère with Jacques Levy-Ravier collaborating, is divided by a uniquely designed service bar, has a floor of vinyl asphalt in a pattern of large squares enclosed by wide contrasting lines which give the area a new dimension; Royère specially designed black wrought iron furniture includes armchairs upholstered in tan vinyl fabric contrasted with yellow overcurtains, extending from ceiling to floor and bearing a simple pattern of black lines for contrast; undercurtains are panels of white sheer fabric; bar stools, upholstered in natural leather, are actually cricket balls covering foam rubber and set in wrought iron frames.

OFFICES

Interior Designer: **Gale Arthurs, A.I.D.**
Installation: **Executive offices, Stekoll Petroleum Corp.**
Location: **Dallas, Texas**

In reception room, above at left and below, Archibald Holmes beige carpet, Marion oyster drapery fabric, and silk Vicrtex on walls, make notable contrasting background for custom-design teak cabinet holding antique incense burner; Kneedler-Fauchere plastic panels, and Erwin Lambeth armchair, in Caro & Upright shrimp and gold Nylon fabric, with Gregori occasional table; brass planter is antique. In view below, turquoise, shrimp and midnight blue mural, by Walls Today, faces sofa and ottaman in Gilford matching turquoise leather; lamp table has Kappa-Shell top, coffee table top is beige travertine; lighting fixtures, Lightolier; ashtrays from Select Imports, Marboro lamp is in gold leaf finish.

Photographs, Messina Studios

President's office has layout from masterly plan, incorporating Marion beige casement draperies, sofa in American Leather Co.'s beige leather contrasted with custom design lounge chairs in Caro & Upright shrimp Nylon fabric; desk is covered in Lackawanna flamingo leather; Beverly pull-up chairs in American Leather Co.'s beige leather; custom design round table has accompanying armchairs from Pindler & Pindler; ashtrays from Select Imports.

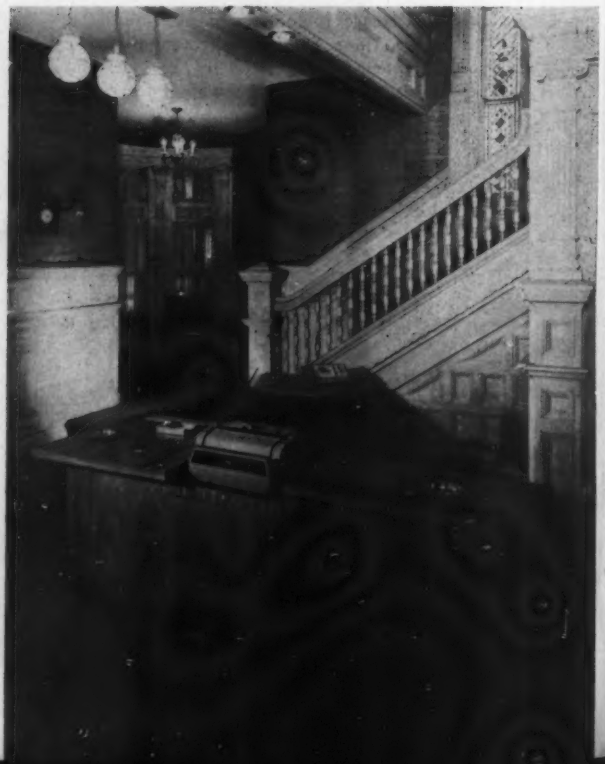
Conference room, viewed from president's office, above, has decorative interest heightened with walls of antique white Vicrtex grasscloth, background for colorful Althea Harper plastic panels, Archibald Holmes beige carpet, and custom-design conference table with Formica top; and accompanying chairs in Gilford blue-green leather; ashtrays from Select Imports.

Art Gore

In converting an 1890 mansion into efficient business offices, the interior designer utilized the traditional backgrounds and such existing furnishings as crystal chandeliers, selected new furnishings which would blend with this décor; all woodwork was glazed in a hand-brushed antique parchment finish contrasting with walnut paneling which was added as a dado below wall areas covered in Fine Arts soft blue grasscloth; in treasurer's office, above, carpeting by Adamo is antique gold nylon draperies are Caro & Upright natural linen casement, G. M. Proctor desk chair and Hibriten pull-up chairs are upholstered in blue Naugahyde; Westwood-Chadwick pewter lamp; Lucia Arkin wall plaque; Dapco Leather desk accessories.

Interior Designer: **Claus E. Heppner**
Ceo Interiors, Inc.
Installation: **Estate Securities Corp.**
Location: **Denver, Colorado**

In upstairs reception area, custom desk in pumice finish has accent panels of turquoise Naugahyde, Hibriten chairs are covered in blue and black texture; console table by American Furn. Novelty Co., antique white lighting fixtures from Feldman; figure of goddess by Westwood-Chadwick; custom shutters are glazed parchment to match old woodwork. View at right is of downstairs reception area showing original crystal chandelier, carved paneling and woodwork; reception desk is custom design in walnut with pumice finish.



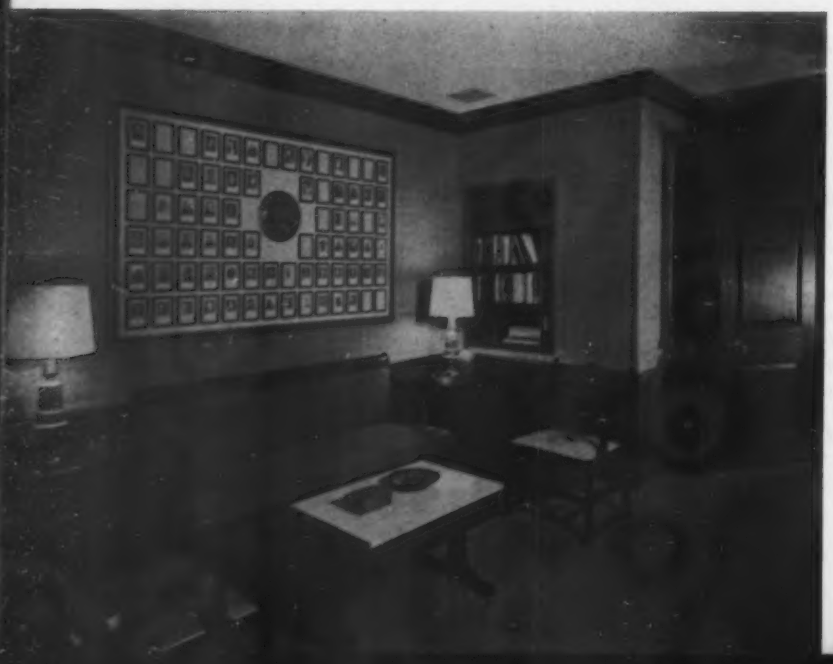
Interior Designer: **Virginia Conner Moseley, A.I.D.**
Installation: **Executive office**
Location: **Design Center, New York**

This handsome office interior was designed as a den or study for an executive who works at home, features traditional furnishings used in a contemporary manner; all furniture is by Kittinger and would serve the executive equally well in his down-town business office, includes desk with gold-tooled beige leather top, the beige leather repeated on a sofa and on one wall in 18-inch squares; bookcase wall is papered in Laverne red, beige and gray Marbalia; carpet from F. Schumacher is also beige; color accents appear in bright red leather of desk chair, deep cerulean blue leather on top of corner table and leather desk pad; all leather by members of The Upholstery Leather Group; lamps from Samuel L. Dinkelspiel; antique barometer, J. Mason Read; other accessories, Mottahedeh.

Governor Ernest F. Hollings seated in his new office.

When Ernest F. Hollings was elected Governor of South Carolina in 1958, he requested that his new offices express something of the traditional feeling of his native Charleston yet offer all the functional qualities of a compact, modern office. The location selected was not the State House, as is customary, but in the 20-year old Hampton Office Building nearby. As interior designers, William Pahlmann and James G. Hendrix worked in collaboration with the S. C. architectural firm of Lyles, Bissett, Carlisle and Wolff, and completed the installation in a record two months from the designing and execution of walnut paneling to the selection of accessories, including such appropriate "finds" as a pair of miniature cannons in replica of those on The Battery in Charleston. Many of the materials used were manufactured in South Carolina—ceiling tile, fabrics, carpeting—and local firms were also engaged to install curtains, carpeting and paneling.

Walls in conference room are paneled in walnut as background for antique and traditional furnishings including English Regency desk and tall cabinet from Symons Galleries, bank of England chairs reproduced by Wood & Hogan and upholstered in American yellow-green leather; conference table is on antique Regency pedestals with new top made in mahogany by Joseph Bordiga; desk chair in dark red leather is Louis XVIII barber's chair; curtains of La France damask are orange on beige, Bigelow-Sanford carpet is beige, antique lighting fixtures from Nesle, pair of Chippendale armchairs from Ann Morris; original Audubon is of a Carolina parrot.



Reception room has traditional furnishings but contemporary feeling derived from lack of clutter and simple backgrounds of Firth Acrilan carpet in brown, gold and natural texture, walls covered in La France blue-green figured striped fabric; Duncan Phyfe antique sofa from Jeane Friedlander is upholstered in La France bright turquoise, flanked by Sheraton table and Georgian chest from Ashley-Kent with lamps from David Weiss; antique chairs from Wood & Hogan; pictures of governors from 1776 to present surround State Seal in frame by D. Matt.

Photographs, Lisanti

Governor's office is paneled in walnut, created by William Pahlmann Associates and installed by N. C. firm of Wade Mfg. Co., the bookcase unit designed with false book front shelves at bottom to conceal television; cannons from David Weiss are replicas of those on Charleston Battery, and embroidered picture is of Carolina wren and yellow jasmine (state bird and flower); pair of Wood & Hogan armchairs in American antique yellow leather flank Queen Ann pedestal table; ceiling is Owens Corning acoustical tile with antique brass chandelier from Nesle, recessed lighting by Rambusch.

Interior Designers: **William Pahlmann, A.I.D.**
James G. Hendrix, A.I.D.
William Pahlmann Associates
Installation: **Offices of Governor Ernest F. Hollings**
Location: **Columbia, S. C.**

Seating area in office is provided by Giannola sofa and chairs upholstered in textured beige striated fabric from La France who also supplied apricot damask for curtains; rug is antique Tabriz from Kent-Costikyan, lamps were made from David Weiss dark red and gold canisters; Georgian desk with dark brown-red leather top and tables are antiques from Ashley-Kent; desk chair in brown leather is from Macey-Fowler.

Walls in reception area are covered in yellow and white vinyl from Philan, flooring is half in walnut squares, vinyl coated by Simon Manges, and half in white and coral vinyl; one wall is covered in Murals, Inc. abstract design on burlap in coral, yellow and white; Cumberland chairs in Schumacher linen tweed; walnut divider has inserts of white Formica and glass.

Interior Designer: **Sanford Rossin, A.I.D.**
Installation: **Executive office**
Location: **New York, N. Y.**

Louis Reens

One wall in executive office combines walnut with white Formica strips, other walls are covered in white vinyl from Philan; all furniture is by Cumberland, the swivel chair in brick red, armchairs in gold, armless chairs in red, all from F. Schumacher, sofa is in Stroheim & Romann brown, tan and white mixture, and draperies are Anton Maix fabrics with yellow and black pattern on white linen; rug from Simon Manges is gold.

Executive office is crisp and contemporary in feeling with easy-to-maintain material: walls are painted blue, wall with Unistrut partitions has panels of Pittsburgh Plate glass, flooring is Vina-Lux vinyl asbestos tile in black and white marbleized pattern; furniture is by Lehigh, the swivel chair in black, other chairs in cerulean blue Knoll fabrics.

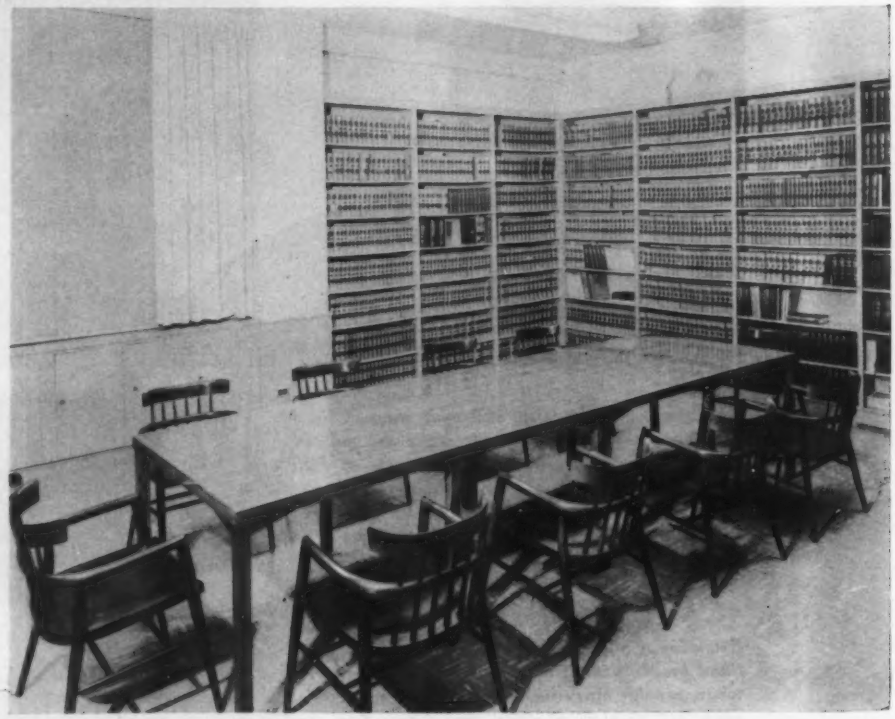
Interior Designer: **Robert E. Collins**
Business Interiors, Inc.
Installation: **IBM Offices**
Location: **Chicago, Illinois**

Extensive window areas, curtained in Angelo Testa sheer linen bouclé with Knoll drapery panels in charcoal and white, provide attractive background for manager's office; walls are painted off-white, and James Lees carpet is black and white, and Knoll upholstery fabric on Lehigh chair is brick red.

Reception room has open, spacious feeling with Knoll seating unit in bright turquoise against off-white wall accented by colorful wall tile by Era Industries; flooring is Vina-Lux vinyl asbestos tile with marbleized pattern in black and white.

Interior Designer: **Beatrice West, A.I.D.**
Installation: **Law Offices**
Location: **New York, N. Y.**

Offices of lawyer Emile Zola Berman, famous for defending marine who was tried on charges of leading "death march" at Parris Island, are located in downtown New York; in reception room, above, walls are covered in Gracie parchment, olive green and coral grasscloth, flooring is Armstrong vinyl cork; lighting by Lightolier.



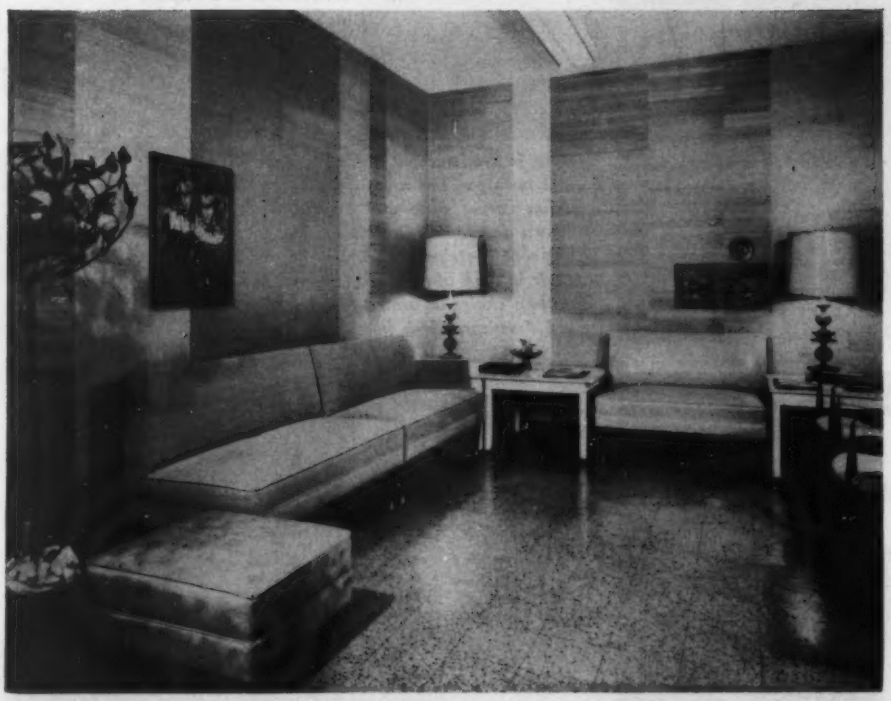
Library and conference room has specially designed 12-foot table of walnut, chairs of Paul McCobb design; walls are beige, Fiberglas curtains are white, and lattice wood blinds from Acme Venetian Blind Co. are coral; books lend color and pattern to room.

Photographs, James Vincent

View of an associate lawyer's office shows grouping of Directional furniture including sofa covered in olive green leather, Ben Rose beige and white linen draperies, beige, brown, black and white tweed carpet; walls are painted beige with fawn colored wall base, doors, and radiator covers.

Interior Designer: **Dorothy Paul, A.I.D.**
Associate: **Elsie A. Smith**
Installation: **Bakersfield Medical Building**
Location: **Bakersfield, California**

John Hartley



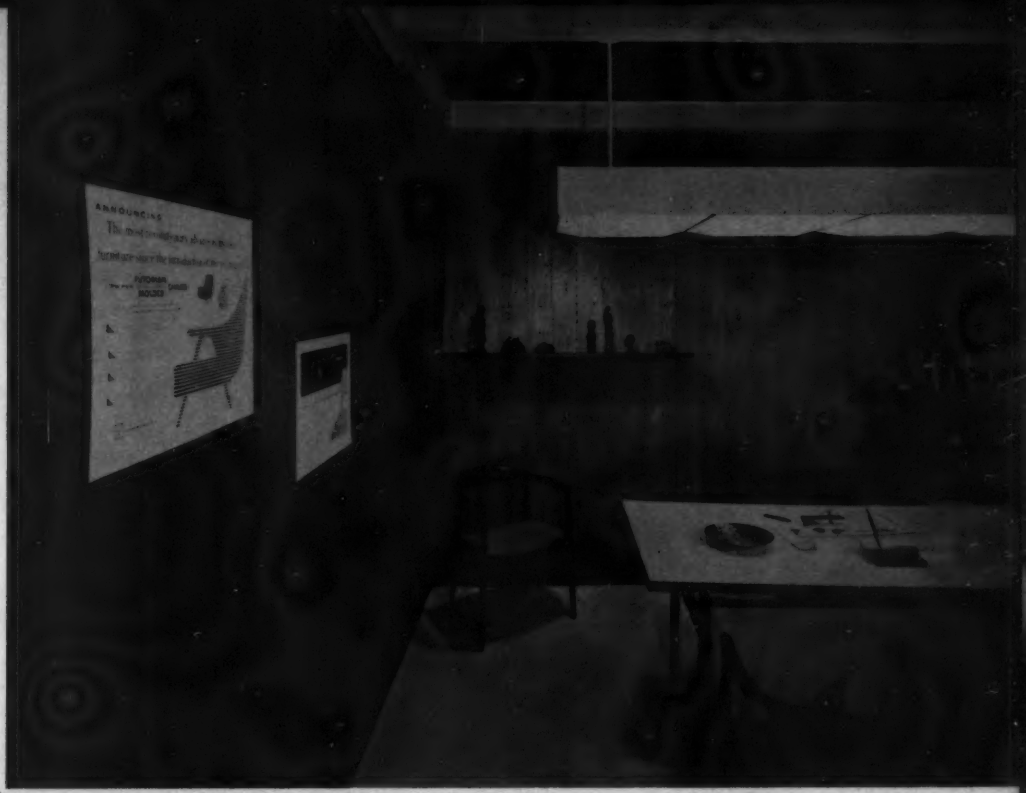
Exterior of building, above, is painted gray with Gladding McBean mosaic panels in gray, apricot and white. Reception room, left, has walls covered in Albert Van Luit silk wallpaper in different width panels of turquoise, orange, gold and beige; furniture from Richards is covered in Naugahyde, the settees in black and white tweed, other pieces in turquoise and gold; Lange & Williams lamps are painted bright turquoise; watercolor on gold foil is from Hudson-Rissman, orange tree, Casa Azul.

Walls in doctor's office are covered in Albert Van Luit's beige brocade paper, carpet is beige and Grand Ledge settee is painted bright orange; corner desk with black base and white Formica top is built in to save space; old print is of an early medical building.

Interior Designer: **Mary Ann Elizabeth Crawford**
Installation: **Garfield-Linn & Company**
Location: **Chicago, Ill.**

Blue is predominant color in office of general manager, the walls light blue, Mohawk nylon carpet blue and brown, curtains of Thorp fabric blue, white and aquamarine horizontal stripes, and Directional swivel chair in dark blue fabric, the Herman Miller pull-up chairs in brown for contrast; Standard Furniture desk has white Formica top.

Conference room for planning sessions has walnut Adaptostrut walls, and Thinlite lighting fixtures for evenly distributed illumination; Brunswtck Fiberglas furniture is black with walnut finish, the chairs upholstered in tan Nylon; Flintkote flooring.



Photographs, Hedrich-Blessing

Office of vice president is predominantly brown and white, with cork lining ceiling and one wall used as bulletin board, background for Jens Risom desk with Formica top, and chair, and JG Furniture pull-up chairs in orange upholstery; wall at rear is Adaptostrut walnut, floor is Robbins white vinyl tile matching ceiling beams introduced to give room added dimension; lighting fixture by Lighting Products.

Background of office of president has Garden City white oak Adaptostrut walls, white ceiling lighting fixture by Lighting Products, providing uniform and high intensity of light, and Amtico marble vinyl tile; Cohn-Hall-Marx draperies on two window walls overlooking Lake Michigan are patterned in beige and white lateral stripes; Dunbar mahogany desk is supplemented by Noel & Associates chair upholstered in black and pink tweed; Erwin-Lambeth occasional chairs are in pink leather; Stow-Davis conference table in foreground is in ebony finish with gray granite top and pewter trim.

View of reception room through glass doors reveals panels of stained gold and amber glass opposite receptionist's desk, creating an effect of sunlight; desk and walls are white Formica, except wall at right covered with Laverne mottled wallpaper; upholstered furniture from Switzerland is in gold fabric, the table from Selig.

Photographs, Guy Gillette-Lensgroup

Interior Designer: **Dave Millard**
Installation: **Miniature Precision Bearings, Inc.**
Location: **Rye, N. Y.**

New branch office is compact, offering efficient operation and easy flow of traffic between areas; foyer, below, has black and white vinyl tile floor, ceiling light concealed by Synskin panels, Noguchi lamp for accent lighting; planters serve as divider to adjoining receptionist-secretarial area. Executive office, above, is separated from secretarial area by divider with sliding panels of white Synskin alternated with stationary panels of plastic embedded with natural leaves and grasses; custom desks have white Micarta tops, flooring is Armstrong beige and dark brown vinyl.

Interior Designer: **Hans Krieks, A.I.D.**
Installation: **Executive Office**
Location: **Boston, Mass.**

Custom designs with emphasis on wood keynote this handsome office for merchandising manager of Kennedy's Department Store; white, orange and yellow color scheme is enhanced by one wall in walnut plank paneling; Window-side of room has built-in unit to conceal radiators and for storage with custom desk attached, the handles and legs in brushed chrome; Knoll sofa is upholstered in two-tone orange; cabinet with tambour front and chairs by Jens Risom; Schumacher draperies; Hightstown olive carpet.

Wayland Minot

Detail view above is of coffee table designed by Hans Krieks in walnut with brushed chrome legs which are visible through the top; sculptured cat adds decorative note.

Office and conference room for an executive of Remington Rand Electric Shaver Division was created on a limited budget, yet offers numerous attractive and practical features: air conditioning, filing cabinets and storage are concealed behind sliding doors covered with painted metal grille; filing cabinets form the pedestals of an L-shaped desk unit, the top covered in Weldron which is repeated on conference table in three parts; walls of U. S. Plywood striated off-white and flooring of vinyl tile in brown, coral and off-white are easy to maintain; armchairs are covered in man's suiting fabric in hound's tooth check of brown and white; folding director's chairs are in natural canvas; pictures by Morris Graves.

Offices

Interior Designer: **Arthur Burke, N.S.I.D.**
Installation: **Private office**
Location: **Bridgeport, Conn.**

The warm tones of wood provide a handsome background to this executive office with wall, bookcase, cabinet unit, and desk of teak as designed by Leon Gordon Miller; unit extending from desk in L-shape is equipped with intercom, telephone and electronic controls; desk chair from Moselle Meals collection is upholstered in black leather; walls are covered in Fabrikona; Lees carpet is sand color.

Interior Designer: **Leon Gordon Miller, I.D.I.**
Installation: **Executive office World Publishing Co.**
Location: **Cleveland, Ohio**

Interior Designer: **Hans N. Wormann**
Installation: **Conference room for textile firm**
Location: **New York, N. Y.**

Custom furniture and built-in units by the interior designer are a feature of this conference room with 14-foot conference table, console and built-in bar executed by Yuenger Corp., the tables with tigerwood tops by Parkwood, wall paneling in bleached figured oak; Knoll chairs are covered in green, yellow and red linen, Elenhank drapery fabric from Jack Lenor Larsen is brown, white and dark yellow, carpet from Crescent in brown and beige.

Photographs, Hedrich-Blessing

Interior Designer: **Vincent Cafiero**
Knoll Planning Unit
Installation: **E. F. Hauserman Co.**
Location: **Cleveland, Ohio**

Feature of all interiors in new Hauserman administrative building is "built-in" flexibility provided by use of movable partitions manufactured by the firm. Typical first floor executive office has movable wall panels covered in white hemp grasscloth; Knoll furniture includes walnut desk, swivel chair in tan Naugahyde, pull-up chairs in red, sofa in brown and black; carpet by Lees.

Walls in main lobby, above, contrast butternut paneling with off-white painted surfaces; Lee's rug is charcoal, upholstery on Knoll seating pieces in beige or blue; portrait is of company's founder. Interior designer worked in collaboration with architect, George S. Rider.

Small conference room at right, partition panels are covered in natural linen, the fine-line joints are black; all furniture and fabrics are from Knoll, the draperies in off-white linen and Dacron combination, chairs in blue; Lee's rug is beige.

← Office of president F. M. Hauserman has movable walls manufactured by his firm, the panels on the back wall covered in beige raw silk from Miller Fabrics, the right wall in butternut matching finish of Knoll desk on brushed chrome base; chairs are upholstered in blue, and Lee's carpet is beige.

Interior Designer: **Tony Kail, A.I.D.**
Installation: **Office**
Location: **Medellin, Colombia**

For the offices of his firm in South America, **Decoracion por Tony,** ***Mr. Kail assembles furniture, tile flooring, carpet and fabrics, as well as lamps and picture frames, made in the firm's own work rooms and arranges them for total efficiency where both drawing table and desks, as well as storage space and displays, have to be taken into account. Walls, painted beige and cocoa, emphasize the brown floor tiles and walnut furniture contrasted with aquamarine carpet reversing the familiar pattern with wide border about the room and bare floor showing in a large circle in the center where most of the traffic occurs. In view left, Murals, Inc. black and white wall decoration balances long window opposite; in view of room shown above, where clients are interviewed, walnut divider insures privacy and contrasts with beige walls, free form lime rug and aquamarine upholstery fabrics.***

Interior Designer: **H. Edwin Smith, N.S.I.D.**
Central Office Equipment Co.
Installation: **Illinois National Bank**
Location: **Springfield, Ill.**

A reorganization of the space occupied by the client's banking facilities has been effected in order to accommodate several seemingly disparate functions, including conference room for board of directors; as secondary office and executive conference room for president; as lounge area for entertainment of firm's guests; and on occasion as private dining room. A distinctive and integrated color scheme ties the various components and functions of the room into an overall composition. Furnishings include Directional furniture, with upholstery of Naugahyde; Phil-Mar lamps, and Luminous Ceilings lighting fixture controlled by Luxtrol dimmer switch; draperies are Ben Rose block print on Belgian linen, repeating tangerine and gold Cabin Crafts Acrilan carpet and Vicrtex mustard Madagascar wall covering.

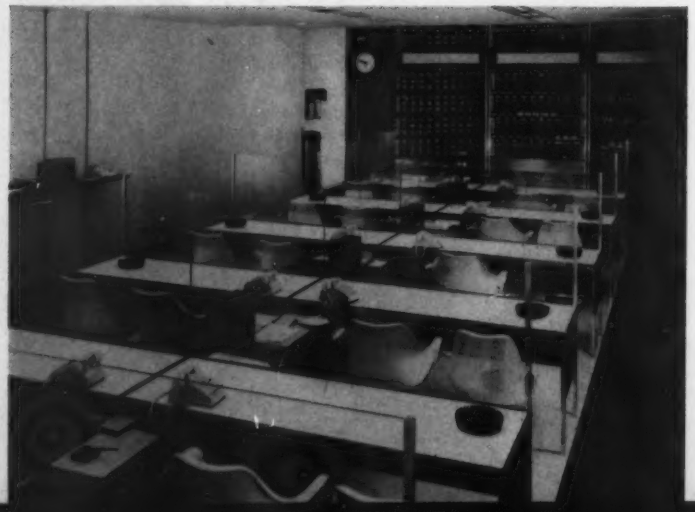
Conference room, top left, is quiet and spacious with airy feeling created by Isabel Scott fishnet draperies at windows; V'Soske carpet is golden beige, custom chairs and sofas were made by Edward Axel Roffman, the chairs in red-orange texture by Isabel Scott, sofa in Rancocas white and yellow-green wool; custom walnut table is by Ezra Blank Associates; lighting fixture, George Tanier; gray glass, Franklin Plate; steel partition, Aetna.

Joseph Mogulescu, Gerald Luss and Maurice Mogulescu, A.I.D.

Interior Designer: **Designs for Business, Inc.**
Installation: **Dean Witter & Co.**
Location: **New York, N. Y.**

Photographs, Ben Schnall

Two floors are joined by dramatic stairway designed by Gerald Luss and made by Ezra Blank, the uprights of polished steel with oak and steel handrail, oak risers and steps; oak and aluminum partition has white glass panels, Isabel Scott fishnet draperies. Customer's room on lower floor offers individual privacy through use of glass partitions; custom desks with white Formica tops are used with Knoll chairs accented by red-orange seat pads; flooring is Eldo-ado cork tile through David W. McKee; ashtrays from Design Technics; panels of Felters Woolsuede flank walls on either side of teleregister board.



Photograph, Stuart Grayson

Office of Executive Vice President has quiet, restful feeling, the walls of pale bronze shiki silk accented by recessed wall covered in emperor blue Woolsuede by Felters Company as background for antique Indian carvings; all furniture is by Harvey Probber including handsome curved-top desk, swivel chair in blue Woolsuede; handwoven blinds at window by Lozano Fisher are contemporary version of Austrian blinds in shades of El Greco bronze; Hansen desk lamp.

Interior Designer: **Irene Williams**
Installation: **Office, Drug Research Corp.**
Location: **New York, N. Y.**

Larry B. Nicholson, Jr.

L-shape executive office combines interesting background materials of Madagascar ebony in black and rust brown, Italian mosaic tile in orange, blue and green on mustard, large window curtained in Boris Kroll off-white casement; paneled walls are separated by aluminum verticals, and each panel is a touch latch door to storage, bar and lavatory; furniture is from Herman Miller, the modular seating unit in black and brown check other pieces in brown or black leather; area around desk is white Italian marble, carpet is custom dyed rust brown to match wood panels; Howard Miller clock, Raymor ashtrays, Architectural Pottery planter.

Interior Designer: **John D. Turner**
John A. Marshall Co.
Installation: **President's office**
First National Bank
Location: **Independence, Missouri**

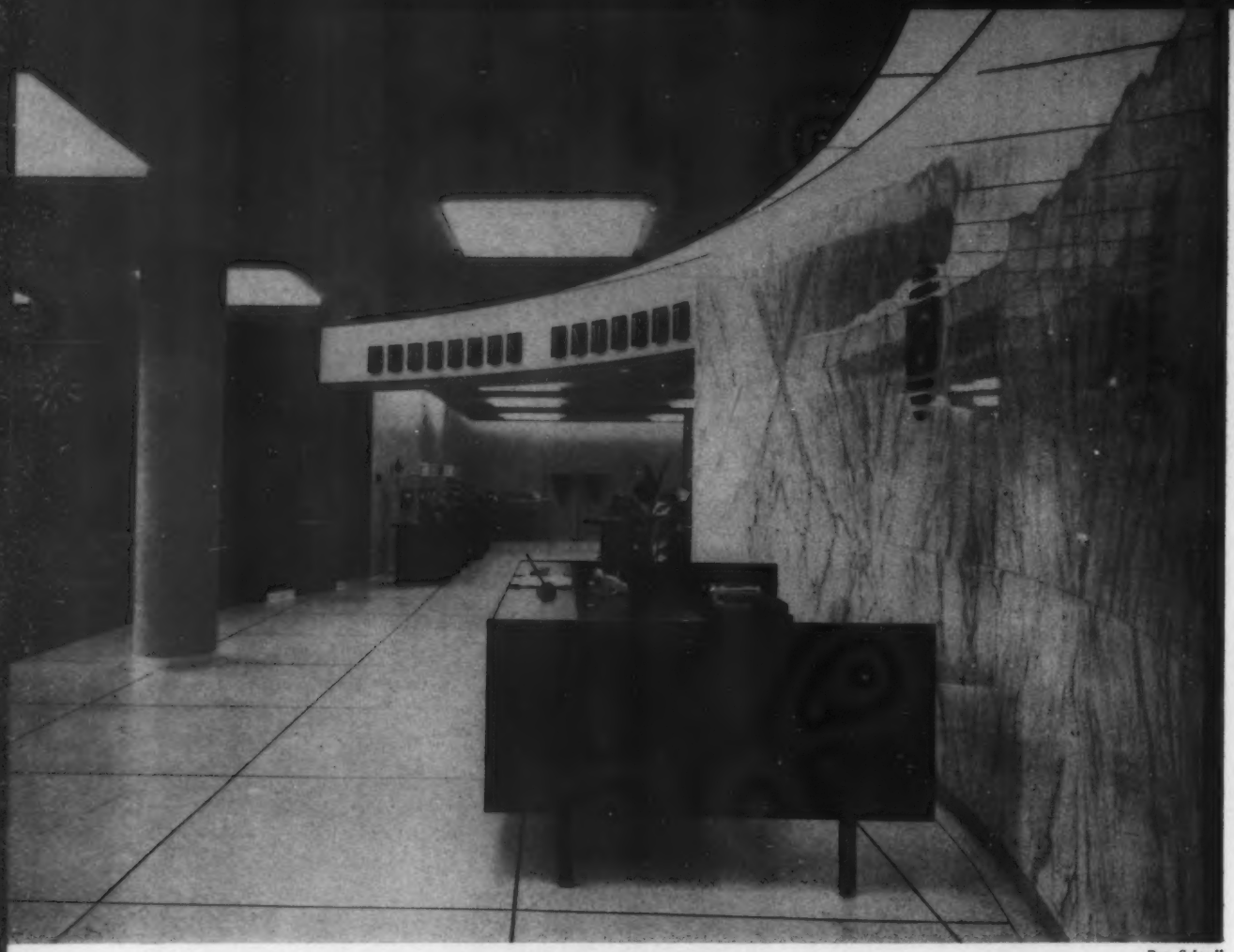
Typical executive office contrasts textures of E. C. Bondy burlap walls, the desk area in Flexwood, curtains of S. Harris "Safari" casement; L-shape desk and credenza were made by Rickabaugh Cabinet, desk chair by Bursk; pull-up chair, John Stuart; wedge-shaped table by Tempo holds DuPont Lohman ceramic lamp; carpet by Firth.

Interior Designer: **Muriel Hagan, A.I.D.**
Installation: **J. Walter Thompson Co.**
Location: **Los Angeles, California**

Spacious reception room has air of warmth created by pleasing color scheme and walls covered in U. S. Plywood's Flexwood accented by plastic panels with embedded grasses by Spencer Smilie; custom desk with cane front was executed by Rickabaugh Cabinets; sofa and lounge chair by Cal-Mode in Odenheimer & Baker striped fabric; John Stuart chair in Eagle-Ottawa leather; DuPont-Lohman lamp.

Custom wall in conference room is made of walnut, holds television, hi-fi, storage and kitchen facilities; 26-foot conference table was designed by Muriel Hagan Interiors, executed by Rickabaugh Cabinets; Dux chairs are upholstered in Eagle-Ottawa leather; Firth carpet, Heath ashtrays.

Photographs, Virginia McIntire



Ben Schnall

Reception lobby and entrance to product exhibit features curved wall of polished Arabescato marble from James Cullo & Son as background for custom walnut desk executed by Nuroco Woodwork; walls in exhibit area are covered in antique white Vicrtex grasscloth, the columns in sky blue; other walls are sheathed in walnut; Jens Risom armchairs in natural leather.

Interior Designer: **L. G. Sherburne Associates**
Installation: **Pitney-Bowes, Inc.**
Location: **Stamford, Conn.**

Walls in executive secretarial area are covered in Gilford natural color vinyl, paneled areas by Nuroco Woodwork are oil-finished teak; carpet by James Lees combines black, brown and beige; all furniture is by Jens Risom, the pair of chairs covered in blue leather.

President's office, shown above and right, has fireplace wall depicting occupant's interest in sailing, with custom blue, white and red tiles from Vanderlaan Tile Co. showing sailing ships, boats and burgees, display shelves holding trophies and ship models; end walls are sheathed in teak, other walls covered in Gilford "Dublin" natural vinyl; all furniture is by Jens Risom, the desk custom designed to hold built-in telephones; Lees carpet is black, brown and beige; Isabel Scott curtain fabric is blue and green; sofa, conference chairs and desk chair are in blue leather, the armchairs in lacquer red.

In special dining room, fireplace wall is sheathed in white pine by Nuroco Woodwork, other walls covered in Vicrtex natural "Madagaska" pattern; furniture is by American Chair Co., the table tops of beige Formica, the chairs covered in blue Vicrtex; Schumacher curtain fabric, Virginia Frankel planter.

Philip Johnson

William Pahlmann

Karl Linn

Interior Designers: **Philip Johnson, A.I.A., N.S.I.D.**
William Pahlmann Associates, A.I.D.
Landscape Architect: **Karl Linn**
Installation: **Four Seasons Restaurant**
Location: **New York, N. Y.**

RESTAURANTS

In the newest of elegant restaurants in New York, The Four Seasons provided by Restaurant Associates in the Seagram Building on Park Avenue, two key factors are represented: the restaurant matches the contemporary architecture of the building—"New York's window to the world"—in which it is housed; it also matches the location, the heart of New York culture and sophistication, reflecting the city's dynamic life. Since the symbol of New York is its changing with the seasons, the decorative theme of the restaurant reflects these changes—keyed to the seasons in planting and accessories throughout—in a classic contemporary style, utilizing the choicest materials to match beauty with design. This has naturally required much special designing, evident in such things as the back bar with its four revolving drums; the holloware designed to keep the look of classic kitchenware, but the grace of silver suitable for dining room service, and with special covers to facilitate stacking; the silver centerpiece bowl which during the meal is a bread tray, a fruit display bowl, a tray for petit fours and other services; the unique service wagons with gas burners specifically designed for meeting the individual requirements of the restaurant, with hammered silver tops and walnut cabinets; the dessert and iced hors d'oeuvres wagons, also unique, with several display levels and swinging baskets for appetizers and fresh fruits. The service plates of cast aluminum have centers which can be changed with the seasons, and champagne buckets are bronze and silver, specially designed to enhance the simplicity and richness of the restaurant. In its cuisine, décor, art and design, the restaurant reflects New York as the tremendous, vital center it is . . . financial center, seat of international government, communications and transportation center, art, theater and fashion center . . . a melange of origins and gateway to the world. In addition to the main pool dining room, facilities include a grill and three private dining rooms.

James Vincent

Glamorous stairway by General Bronze Company of America, extending from Entrance Lobby to dining rooms, shown opposite, was designed by Architect Philip Johnson; decorative interest is contributed by travertine walls, Joan Miro tapestries, Knoll furniture and V'Soske gold carpet. Picasso Allée, above, derives name from early stage curtain originally executed for Diaghilev Ballet, "Le Tricorne," by artist which hangs on travertine wall; painting is illuminated from glowing McGowan alabaster panel on travertine floor; seasonal planting opposite designed by Karl Linn, plants from Everett Conklin; Mies van der Rohe "Barcelona" chairs in black leather, from Knoll Associates; lighting consultant, Richard Kelly.

Photographs: James Vincent

Feature of Pool Dining Room is white marble pool in center with ornamental trees at corners; as in Grill, floor-to-ceiling windows have Marie Nichols festooned chains in three tones of gold anodized aluminum; Knoll Associates furniture includes "Brno" chairs designed by Mies van der Rohe and banquettes by Philip Johnson, in gray horsehair; black service plates are by Garth and Ada Louise Huxtable, with linens from Belgium and specially designed silver flatware and glassware from England; paneled walls back of camera position open to large private dining room, opposite page; deep red hand-loomed carpet from Edward Fields, seasonal planting supplied by Everett Conklin, designed by Karl Linn.

Private Dining Room, one of three in Four Seasons Restaurant, opens off Pool Dining Room through folding French walnut panels and is available for business groups' festivities; features are planter of colorful seasonal flowers in center of room as designed by Karl Linn—which can be cleared for dancing—and vivid abstract painting, "Blue Poles" by Jackson Pollock, on wall covered with beige plastic panels from Chicopee Mills; furniture from Knoll Associates, with chairs in Arundell Clarke horsehair fabric, includes tables set with linens from Belgium, black service plates by Garth and Ada Louise Huxtable and specially designed English silverware, and glassware; Marie Nichols bronze metallic window curtain has Milium lining fabricated by Deering Milliken assures complete blackout for movie projection on screen in paneled wall behind camera position, specially designed for projection equipment and closed TV broadcasts and receptions; deep red carpet, Edward Fields.

*View from Grill, showing Richard Lippold →
sculpture of gilt bars in varying lengths suspended from invisible wires over bar; floor-to-ceiling windows are "curtained" with Marie Nichols festooned chains in three tones of gold anodized aluminum; Knoll Associates furniture includes chairs by Mies van der Rohe and banquettes by Philip Johnson; black service plates are by Garth and Ada Louise Huxtable, with linen from Belgium and specially designed silver flatware and glassware from England; paneled walls behind camera position open to two supplementary private dining rooms; paneled walls of French walnut, by John Langenbacher, gold carpet by V'Soske.*

CLUBS

The interiors shown here and on the facing page are the key areas of a large club in Chicago after rehabilitation. Architectural backgrounds of the buildings were large in scale and of good proportion, but the atmosphere was one of gloom. To balance the dark walnut paneling which the members wanted to be left unchanged, the interior designer selected fresh, light color schemes creating a chiaroscuro effect with the play of dark backgrounds against light carpeting and upholstery fabrics, enhanced by ample lighting. In the lounge, a large room measuring 66′ x 45′, furniture is arranged in area groupings to avoid an "institutional" look and to provide facilities of a multi-purpose nature: areas for writing, viewing television and a central grouping around the fireplace for conversation. All three areas can be used at the same time without one infringing upon the other. The central area can also be used for lectures by retaining the original furniture grouping in a circle around the fireplace and adding chairs around it, thus not disturbing the overall design of the room. To facilitate housekeeping, all heavy pieces are on brass castors.

Interior Designer: **Evelyn Mayer**
Installation: **Private club**
Location: **Chicago, Illinois**

View at top of page is looking into central area of lounge with Amtico "Renaissance" vinyl tile contrasting with light beige carpet made by Boss Co. and purchased from Contractors Furniture & Carpet Co. In writing area of lounge, desk and chairs are from Sligh. Garland lounge chairs and Correlated Designs pedestal table are from Hargri, pull-up chairs by Grand Ledge; curtains of Correlated Designs beige fabric from Hargri were made by Weinfurt, are used over Suncraft blinds; Hargri lamps; painting of street scene by Chapin, still life by Mitruk.

Idaka

In waiting room, above, drapery and sofa fabrics were custom woven by Merwitz Textiles in peacock and pale blue, Suncraft blinds are beige and white, Garland chairs from Hargri are upholstered in Blanchard Bros. & Lane peacock blue leather; custom table executed by Garland has travertine and brown travernelle marble top; sculpture is by Bertoia, lamps from Wilshire House. Circular grouping, left, is in center of lounge around fireplace, includes custom sofa executed by Garland upholstered in peacock blue and avocado green printed design; custom cocktail tables were made by Diebold Cabinet Shop, marble-top tables from Hartman's; Chea lamps from Hargri.

Peacock Alley, at top, facing swimming pool and golf course, has custom-design canopy repeating red and white colors of Amtico striped floor contrasted with black and white chairs, by Natural Creations, and Chairmasters tables; inset shows antique statute of Goddess of Flowers, from Tang Alley, is given drama in reception lounge with Seeman white screen and planter by Rose Marie.

Interior Designer: **Erwin W. Towle and Dana Byron Lee**
Installation: **Aldecress Country Club**
Location: **Alpine, N. J.**

Dining lounge, with parquet floor and Lightolier down lights, with Warren Display screens area enclosing alternating green, orange, yellow, blue and red panels; Golden Fabrics curtains; Chairmasters furniture; above, reception lounge showing Bigelow ruby red carpet contrasted with walls either painted white or in Seeman gold paper; Natural Creations furniture includes table with marbleized white Formica top and chairs in gold, black, coral, blue and persimmon Naugahyde upholstery; screens from Tang Alley.

Night club dining room of Casino, above, has Wylly cobalt-blue sprayed acoustic material on ceiling enhanced by bolection molding of cornice in gold leaf; walls and shirred drapery of David & Dash scarlet moiré; enormous Lamparas Quesada chandelier is of polished brass and crystal, houses show spotlights and microphones; Adams mitred mirror wall reflects furnishings of gold anodized aluminum and scarlet Naugahyde, billiard green carpet and black ebonized dance floor and stage. Feature of main gaming room, below, is Lamparas Quesada chandeliers in polished brass and crystal with scarlet silk shades over each table; polished brass stools have scarlet Naugahyde upholstery, tables are black lacquer and billiard green felt matching carpet, all from Parvin; ceiling is Wylly cobalt-blue sprayed acoustic material, and walls are Wallpapers scarlet silk flocked paper.

Interior Designer: **Franklin Hughes**
Installation: **Casino de Capri**
Location: **Havana, Cuba**

Walls in dining room are natural brick, the center window covered with fruitwood shutters by Shutterite Company for light, airy feeling; other windows have D and N Walter drapery print in turquoise, brown and beige, the colors repeated in Mohawk carpet; chairs by American Chair Co., have turquoise Naugahyde seat upholstery; lighting fixtures from Spear are antique brass with turquoise metal shades; brass plaques from Lamoureaux Company.

Interior Designer: **Edna N. Alcorn, A.I.D.**
Pond's Interiors
Installation: **Butterfield Country Club**
Location: **Hinsdale, Illinois**

Cocktail lounge and bar has black, white, gray and flame color scheme with accents of pink and red in Katzenbach & Warren scenic wallpaper design; bar stools from Chairmasters in black lacquer finish, white leather upholstery; tables and chairs from American Chair Co., the upholstery alternating white and flame Naugahyde; sectional sofa, end table and cocktail tables are by Marden Mfg. Co., upholstery fabrics from Lussky, White and Coolidge; soffit is covered in striped awning canvas echoing colors of room, and accessories include Brach Allen African masks, Joe Mead tiger and Aztec sun.

Porch of club combines champagne colored walls, teak furniture from Ficks Reed, gold, brown and turquoise fabrics, the drapery print from D and N Walter in shades of gold, white and brown on bamboo; lamps and wall accessories; Ficks Reed.

BANKS

Interior Designer: **John Ullmann, Jr., A.I.D.**
Installation: **Coral Ridge National Bank**
Location: **Fort Lauderdale, Florida**

In main banking area, walls combine off-white Bolta-Wall, split-face "Travertino" marble panels from Maule Industries and Roddiscraft walnut panels; main ceiling is U. S. Gypsum white acoustic tile, ceiling over tellers counters is "Kilnoise" acoustic plaster by Tiger Products; floor covering by Archibald Holmes is "frosted wheat" color, and furniture includes Thonet armchairs with gold anodized aluminum frames, Knoll turquoise tweed upholstery, Lawnlite aluminum chairs covered in bittersweet Boltaflex; draperies of Golding Decorative Fabrics are gold and beige.

Gute, Schwarm, Sheldon, Inc.

Walls in president's office are Roddiscraft walnut, ceiling is U. S. Gypsum acoustic tile with Lightolier fixtures; Archibald Holmes carpet is in special walnut-brown tweed, upholstery fabric on Thomas Chair seating unit is gold; desk by Imperial.

One wall in conference room is of marble-faced concrete panels, planting area can be seen through aluminum and glass panels by Pittsburgh Plate Glass; Archibald Holmes carpet is peacock blue, chairs, B. L. Marble Co.

S. A. Wall

Interior Designer: **Marguerite Sinkler Valk, A.I.D.**
Installation: **South Carolina National Bank**
Location: **Charleston, S. C.**

The history of the South Carolina National Bank dates back for more than a century, and the bank's main building on Broad Street in Charleston has withstood such disasters as the Civil War, even to the great golden eagle which looks out from the building's handsome façade. In redesigning the interiors of this historic building, Marguerite Sinkler Valk, A.I.D., has emphasized the bank's long tradition, creating a décor which is in the spirit of Colonial Williamsburg. In some areas, this is achieved through the selection of furnishings and colors; in others, it is a matter of restoration. The Directors' Room, for example, for many years was covered with false walls. It is now in the original state of 1834 with such important features as dark green marbleized pilasters, a hand-carved marble mantel, and windows with octagonal panes of amethyst stained glass. In other areas, Venetian blinds were copied from those at Williamsburg and specially made to fit the unusually long windows. Paintings used throughout the executive offices are by Charleston artists giving a local touch to the interiors as well as creating good will.

In lobby, sidewalls are painted soft terra cotta, woodwork is jasper, and flooring is terrazzo; Georgian desks in background are from Jasper Office Furniture, chairs from Stationers Office Furniture; carpet is beige and brown tweed. Detail view at top of page shows Jasper desk in walnut finish, tall window with wood-slat Venetian blinds in Williamsburg styling, flanked by plaques copied from old tablets of St. Philips Church in Charleston.

Walls in conference room are covered in terra cotta and robin's egg blue paper from Dwoskin; furniture is from Stationers Office Furniture, the chairs upholstered in blue leather; table lamp is from Howard N. Schott, the white and gold shade by Arden Lamp; sconces from Furniture Import Co.

UPPER RIGHT

Director's Room, restored to its original state, has deep green marbleized pilasters, recessed sidewalls painted mist green, Italian salmon pink marble entablatures, hand-carved marble mantel, flanked by hurricane sconces from Virginia Metalcrafters; portrait above fireplace is of bank's first president.

In this executive office, Norbar curtain fabric → *and carpet are brown and beige, Jasper desk is finished in walnut and swivel chair from Stationers Office Furniture is covered in red leather; open armchair from Whitehall Furn. Corp. has Greeff print in red, brown and beige; desk set by Plastic Fabricants; old prints are of Fort Moultrie.*

Ladies' lounge continues traditional Williamsburg feeling of other interiors: sidewalls and Armstrong vinyl tile floor are gray-blue, quilted curtain fabric from Witcombe-McGeachin are red, blue, gray and brown on white, sofa and lounge chair from Stationers Office Furn. are covered in gray-blue Naugahyde; Boling black lacquer chair has cushion in Greeff stripe; Rees & Orr lamps with gray linen shades.

LOBBIES

Interior Designer: **Aline Knecht, N.S.I.D.**
Installation: **Garth Manor Apartments**
Location: **Scarsdale, N. Y.**

No carpet on the white Vermont marble floor or pattern on the painted white walls have been permitted to mar the admirable spaciousness of the interior and the sleek architectural setting with planting, dressed stone, brick and painted wrought iron, visible through the great window wall; furniture is kept to a minimum, the principal decorative impact coming from the delightful vista at either side involving gold and white vinyl wallcovering by Walls Today, and plants set in wall niches; other furnishings include metal furniture by Mansfield Manor, the chairs in cherry red velvet, and upholstered furniture from Mansfield Furniture Company, including chairs in black and white fabric from Decorative Fabrics and benches in Gilford tufted black patent leather; Lange & Williams lamps, chandelier and sconces by Peter de Guard; painting, "Matadors," by Paul Morris.

Photographs, Hans Van Nes

A contemporary interpretation of an ancient atrium, with marble pool and Juan Nickford bronze gulls sculpture from Sculpture Center, Edward Fields blue rug on terrazzo floor and walls of Mediterranean blue Micarta and Fabricona, gains additional interest with P. Nathan furniture of classic derivation in Dan Cooper stripe fabric, and custom-design console holding Attic urns; lithographs by Roloff Beny, painting by Barbara Comfort; wall fixtures from William Cook, mirror panel from Haber & Henry.

Photographs, Henry S. Fulkerton

Interior Designer: **Beryl S. Austrian, A.I.D. Intramural, Inc.**
Installation: **Sutton Manor**
Location: **New York, N. Y.**

Photographs by Lee Parson of Aladdin Associates

Interior Designer: **Betty Goldstein**
Installation: **Fleetdale Apartments**
Location: **Bronxville, N. Y.**

Decorative interest in a small apartment house lobby with black and white terrazzo floor is heightened by Van Luit shoji black and white wallpaper panels on one wall—background for Lee Woodard wrought iron furniture and tall polished brass lamps from Accent on Accessories; other walls covered in black Vicrtex, artificial plastic foliage in planter by Hanfling Co.

Interior Designer: **Neil Taylor & Fred Hecht, N.S.I.D.**
Installation: **Apartment house**
Location: **New York, N. Y.**

A notable lobby development, involving a decorative mural in full color by artist Richard Neas, is given an intimate air by its furniture selectivity and arrangement, and chartreuse and blue color scheme evident in Stark Carpet rug, painted walls, terrazzo floor and Schumacher deep chartreuse Vina-Mel drapery fabric, background for furniture by Imperial Craftsmen, Sajet lighting fixture and antique console from Meredith Galleries; statuary from Florentine Craftsmen.

Photographs, Henry S. Fullerton

Lobby in New York apartment house derives its interest chiefly from decorative trophies painted in gold and brown on harmonizing yellow walls, by artist Richard Neas; floor is contrasting black and white marble, accentuating handsome black marble Regency mantel flanked by settees in Patterson marbleized fabric, the fruitwood console by chairs in Schumacher charcoal fabric, the furniture by Feibush; Regency lighting fixture over mantel, from Benthan.

Interior Designer: **Martin J. Sirlin, A.I.D., N.S.I.D.**
Installation: **Apartment House, 444 E. 57th St.**
Location: **New York, N. Y.**

Interior Designer: **James C. Morse, N.S.I.D.**
Installation: **Tomlinson Showroom**
Location: **High Point, N. C.**

SHOWROOMS

Although no model in the new 82-piece "Pavane" collection by Tomlinson is a replica of a past design, the group derives its inspiration from many sources and spans four centuries of design evolution from the Renaissance through the 19th century. Backgrounds for its display, therefore, had to be equally eclectic. And since the furniture is impossible to categorize into any definite era, style or mood, the room settings built around it range from formally traditional to casually "country" in feeling. The materials used for "Pavane" are also widely varied—table bases of forged iron supporting wood tops simply designed or with elaborate parquet patterns. Brass or wood spindles lend interest to chair backs, sofas and accessory pieces. And there are nine different woods used—with inlay, overlay and parquet treatments—unified by a rich antiqued "sherry" finish. Or two muted painted finishes—red and white—are available on request. The success with which these pieces can be assembled into groupings which are integrated in feeling but without the usual "one manufacturer" look is effectively illustrated in the settings pictured here. Originally designed for the Tomlinson showroom in High Point, the rooms have been duplicated at the Vanleigh showroom in New York.

Parquet flooring and rough-cut beige and white marble wall from Marble Internationale Ltd. are perfect foil for "Pavane" dining group, the table top parquetry combining butternut and American walnut inlay, the chairs with small brass finials, Bristol blue seat upholstery; brass lamp is from Frederick Cooper, hanging lantern and wall grouping from Karl Mann.

A casual, provincial note is struck in this living room setting of "Pavane" pieces, the Paisley wallpaper design from Gene McDonald in red, mustard and purple repeated on the sofa and lounge chair; carpet from Karastan is mustard tone, and the chair upholstery in the foreground is orange-red; sofa lamp from Donald Hansen, Italian wood lamp by Mary Ryan; accessories include turtle ashtray and pottery fruit from Mottahedeh. Area adjoining this is shown at top of opposite page with tall cabinet displaying art objects.

Another dining group features upholstered chairs in green and white print with rectangular table on forged iron legs; flooring is Texture-Flex in herringbone brick pattern, and drapery fabric is Felters green Woolsuede from Isabel Scott; accessories include I. Freeman knives and forks, Walter Hatches tray, Mottahedeh strawberry basket.

Two-poster canopy bed from "Pavane" collection conceals lighting which emphasizes brass-accented arches of the headboard; wall, valance and bedspread are lime green Woolsuede trimmed in Emperor blue, Acrilan floor covering from Cabin Crafts is citron; lamp with bust of boy is by Chapman Mfg. Co., other lamps from Frederick Cooper.

Interior Designer: **Richard Himmel, A.I.D.**
Lubliner and Himmel
Installation: **Jack Winter Showroom**
Location: **New York, N. Y.**

A handsome background has been created in this showroom for women's slacks with large areas in white accented by sapphire blue and touches of orange; flooring is Robbins vinyl tile in striped pattern of white and beige; wall facing entrance, above, has panels of Piazza sapphire blue silk moiré with strips of white plastic and a gold buckle around columns for a belted effect (shown in photograph at left); other walls are covered with Decro-Wall white brick pattern, console and benches are by Dods-Murdick.

Sales areas are divided by sliding shoji panels covered in Contract Fabrics white casement material alternating with Piazza blue silk moiré; Dods-Murdick armchairs are covered in white "Maverick" accented with belts in shades of orange, tables have white iron bases, white glass tops, and V'Soske area rugs are sapphire blue sparked with gold metallic threads; patio area with Van Keppel-Green furniture is set off by divider of white sailcloth and blue moiré.

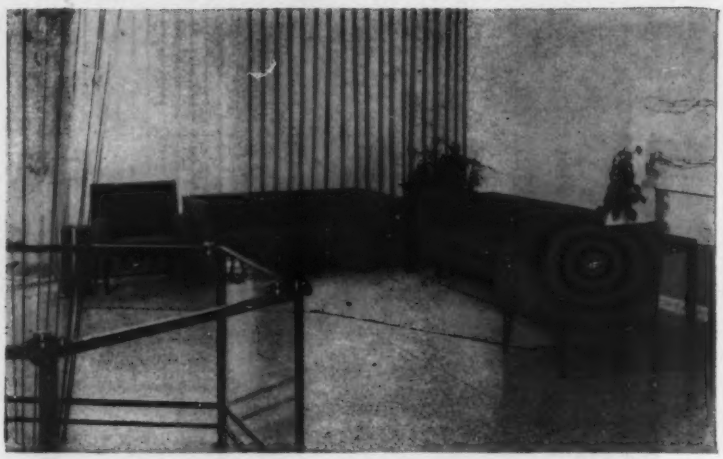
Seating area above is defined by V'Soske sapphire blue rug, includes cocktail table and sofa by Dods-Murdick, the upholstery of white "Maverick", brass chairs, Luberto.

An appropriate feeling of elegance has been created in this showroom for high-fashion women's dresses, the entire interior completely remodeled in a record month's time including design of new backgrounds, lighting and furniture; walls and ceiling are covered in rose-beige Vicrtex moiré pattern with mural on one wall by Charles Ardovino, carpeting from Schumacher is beige, and custom furniture, made to size and scale by Meyer-Gunther-Martini, is in burnished antique fruitwood finish except for armoire and bérgères in rose-beige painted finish; bérgères are upholstered in Schumacher brocade, the other chairs repeat Vicrtex moiré of walls; chandeliers by Nelson Bead, accessories from Mandala Antiques, mirrors by Marx; screen folds out into room to create private office.

Interior Designer: **Charles F. Murray, N.S.I.D.**
Installation: **Samuel Winston Showroom**
Location: **New York, N. Y.**

HOSPITALS

Interior Designer: **Robin Robinson**
Installation: **Hinsdale Medical Center**
Location: **Hinsdale, Ill.**



View of rest area on main floor, Hinsdale Health Museum, and above at left, general view of exhibit area showing Dunbar furniture upholstered in striped fabric, complementing fabric for draperies; all fabrics, Isabel Scott; V'Soske area rug; walls are covered in oyster Vicrtex. Library, below, has Fields salt and pepper beige and tan Wilton carpet, walls sheathed in walnut, and white Thortel Fiberglas curtains lighted from behind; Dunbar lounge chairs are in brown upholstery and Erwin-Lambeth sofa is in Isabel Scott green fabric; large table and swivel armchairs in beige leather, from Taylor Chair Co.; small table from Standard.

Interior Designer: **Colin Campbell McLean**
Installation: **American Hospital Association**
Location: **Chicago, Ill.**

Board of trustees room, used for meetings of board and coordinating council, has built-in recording and sound system, seats 50 on Arch Gordon custom-design chairs; Gianni specially designed horseshoe table has accompanying chairs on Shepherd casters; seats are of Lackawanna leather, backs are of gros point fabric; Seamloc carpet is deep blue, Fiberglas white draperies are patterned in Association's blue and gold insignia by Ben Rose; chairs are blue and beige, and paneling is butternut.

Interior Designer: **Dorothy Allen, A.I.D.**
Installation: **Model Room, Veterans Administration**
Location: **American Hospital Association Convention, New York**

Exhibit shows model solarium to ½" scale as designed by the chief of the interior decorating section of the Veterans Administration. Molla metal furniture provides basis for cheerful, colorful homelike atmosphere, with blue-green and orange color scheme with the colors distributed in Vicrtex for upholstery and green and yellow fabrics for curtains.

In office area floor is terrazzo and draperies are Columbia woodreed, background for Directional desks with off-white Formica tops; desk chairs from Herman Miller have black wire frames with black Naugahyde upholstery on swivel bases with casters; balloon lighting fixture from Lyfa, Copenhagen.

A forward-looking group of Middle-West orthodontics, dedicated to enhancement of the beauty and esthetic qualities of the human face and personality through proper tooth positioning, have utilized natural loveliness and convenience, coupled with outstanding architectural and interior design, to create a unique professional center far from the busy hustle of downtown office buildings. The Center contains ample facilities for group gatherings and for classes, even to providing meals for 100 persons.

Interior Designer: **Marc T. Nielsen, F.A.I.D.**
Installation: **Kesling-Rocke Orthodontic Center**
Location: **Gary, Ind. (Highway 421)**

All furniture in office is custom-made, includes partners' desk, with cantilevered walnut top covering file cabinets, and swivel chairs in bronze color leather, from Blanchard Bros. & Lane, fitted with Shepherd casters; sofa is in McKenzie linen; Moss Rose curtains, Bigelow carpet.

Photographs, Emelie Danielson Nicholson

Inspiration for decorative motif of ascension balloons was airstrip near building, as shown in view above; terrazzo floor and glass walls are background for custom-designed sofa, with seat in gray Lackawanna leather and back in gray and black fabric, backed by pair Thonet armchairs in Schumacher marigold fabric; white Formica table, suspended on brass rods, by Royal Fabricators; pedestal chairs with seats in blue textured fabric, from Knoll; mural by Virginia Phillips supplies color and design interest; lamps are antique.

Consultation room has walnut sheathed walls, V-Soske natural white rug, and Moss Rose casement fabric, background for walnut conference table and armchairs by Directional in Moss Rose brown and black tweed; Hanseatic pull-up chairs have slip seats in Lackawanna saffron leather.

TRAVEL

Interior Designer: **Eliseo J. Lisi**
Installation: **Private airplane**
Location: **New York, N. Y.**

Once part of the Eastern Air Lines fleet, the craft shown here was purchased by the present owner two years ago. At the time it had a seating capacity of 76. Over the initial objections of the client, the interior designer determinedly created an elegant, restful and luxurious interior—in no way bringing to mind the cold, efficient look of the commercial liner—resulting in what is probably the most luxurious DC-4 in the air today. The entire interior was dismantled, and instead of the conventional aircraft seats, sofas, club chairs, tables and side chairs installed against a warm beige background to suit the owner's individual taste. Fireproofed plasticized wood, in fruitwood finish, was used throughout, and plastic floral arrangements from Italy satisfy regulations concerning transportation of flora. Each sofa sleeps two, and club chairs also convert to beds, the headrests slipping into the backs of the chairs. The rear of the plane has a completely furnished bedroom with twin-size beds and a built-in wardrobe closet and dressing table; nearby is a bathroom with built-in shower. All furniture, and fabrics for upholstery and draperies, had to be weighed and fireproofed, and every ashtray and lamp had to be screwed in place; and to meet FAA regulations, seat belts were supplied each chair. There are only two other DC-4's in the world to approach the plane in luxury; one is owned by Chiang Kai-shek and the other by the Shah of Iran.

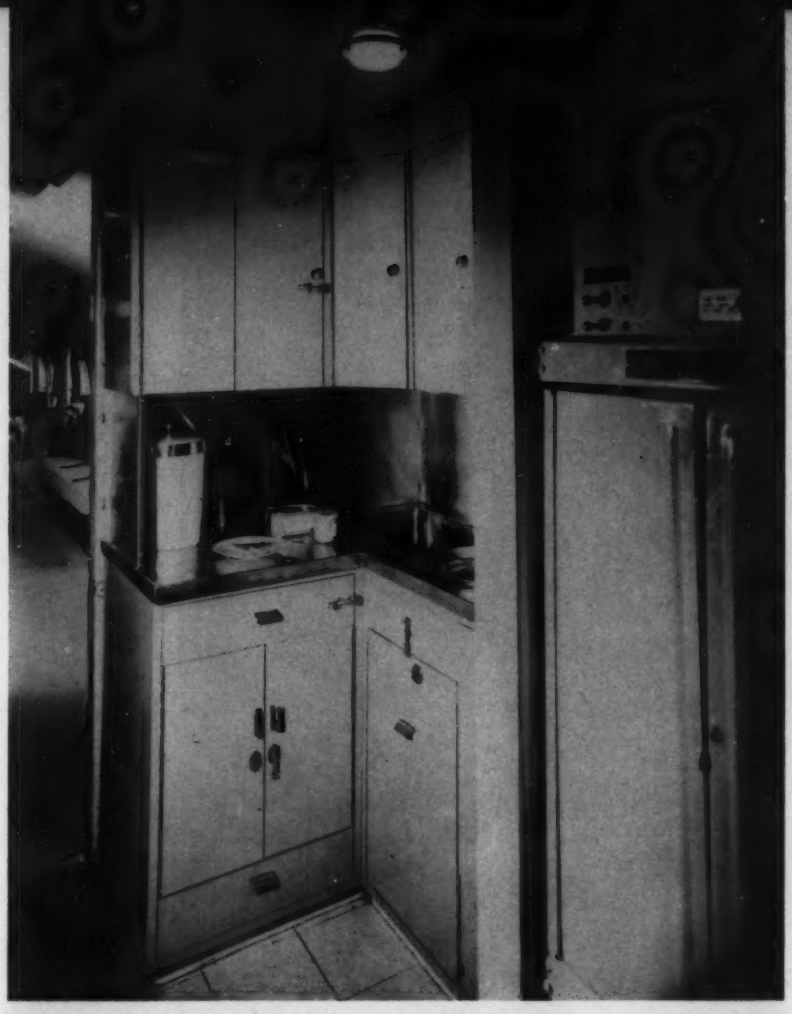
Table and accompanying chairs anchored to floor and used for dining are set forward near galley for ease in serving; accents of coral and greenish gold accessories are combined with antique white curtains and olive green upholstery fabrics and sand-beige carpet.

Ben Schnall

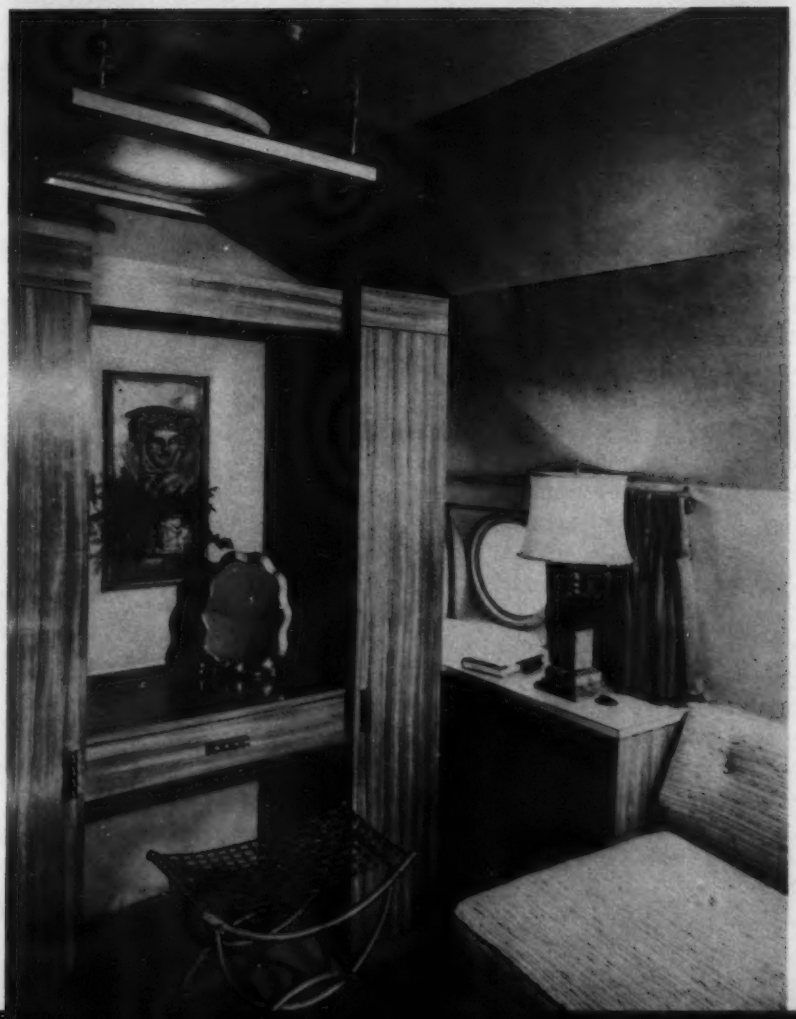
General view of main cabin looking aft. Luxurious interior in no way resembles coldly efficient commercial liner; entire old interior was torn out and, instead of regulation seats, sofas, upholstered chairs and tables were selected to suit client's needs; every item was weighed and fireproofed, and all ashtrays and lamps screwed down tight to table surfaces. Jofa supplied all fabrics, including off-white draperies and olive green upholstery, and Ace Abbott Carpet Company supplied sand-beige carpet in darker shade of background; accessories are antique.

General view of main cabin, looking forward, with Dutch door at end, leading to efficient galley and pilot's quarters, flanked by carriage lanterns; sofa in foreground is part of business working area; not shown is completely furnished bedroom with twin beds and a built-in wardrobe closet and dressing table.

Main cabin boasts hi-fi record changer, an AM-FM radio set and tape recorder; rear section is business working area in same décor as "living room"; each sofa pulls out to sleep two, and club chairs convert into beds.



Fireproof plasticized wood in fruitwood finish is used throughout craft; view at right shows galley with food preparation center, cabinets and sink with running water; furniture throughout was specially designed and executed by Mr. Lisi.



Two striking decorative notes in dressing room are Italian antique carved bas-relief over dressing table and Venetian glass mirror with gold frame; nearby is bathroom with built-in shower.

SCHOOLS

Interior Designer: **Carl Lautzenheiser**
Weger Interiors
Installation: **College of Education**
Michigan State University
Location: **East Lansing, Michigan**

The striking example of contemporary architecture pictured above is the new College of Education building of Michigan State University in East Lansing. Designed by the Detroit architectural firm of Ralph Calder & Associates, the building is in two parts—the main section composed of class rooms, offices, laboratories and lounges; the second part a circular auditorium joined by a breezeway. Two-thirds of the outer walls of the auditorium are of glass, the remaining walls are paneled as background for a rostrum. This room, which is known as the Kiva, is probably the most dramatic of the new building, having a circular dome ceiling with acoustical plaster in pale blue, and a central lighting system composed of floating discs suspended from the ceiling. Furnishings and colors for this room, and others throughout the building, were selected by the interior designer to complement the contemporary architecture, offer both practicality and eye-catching appeal. In the auditorium where furnishings have to be easily moved about, Swedish molded stacking chairs are used with light-weight aluminum base tables. The extensive window areas are curtained in plain white linen with a blackout lining, exposed wall surfaces are painted bone white, and paneled walls are made of 1½″ strips of wood attached at intervals of 1″ to give texture and line effect. In the main lounge, furniture is a combination of metal or wood framed pieces, the seating units upholstered in vinyl fabrics of persimmon, gunmetal, citron, antique white and mist green; table tops are of plastic in mist green and white, and green is repeated in the asphalt tile floor. Other areas shown here include the dean's office and conference room, and the faculty lounge.

Lens-Art Photo

The Kiva, a circular-shaped auditorium joined to main building by a breezeway, has dramatic lighting system of floating discs, the main disc in blue, the others in gold, beneath dome ceiling in pale blue; draperies are plain white linen, molded stacking chairs by Dux are in teak finish, and table tops in matching Fiberesin teak finish have aluminum bases by Chicago Hardware Foundry; floor is carpeted in Mohawk blue and green wool tweed.

Dean's conference room has paneled walls in teak finish, custom 15' table made by Marden in oiled walnut; chairs by American have cane backs, gold upholstery; Gulistan carpet is green, beige, gray and gold tweed.

← In main lounge, metal furniture is of lightweight magnesium by Mueller, other pieces from American Chair Co. and Marden; flooring is Kentile dark green asphalt tile, upholstery is Naugahyde in persimmon, gunmetal, citron, antique white and mist green; David & Dash curtain fabric is natural with touches of light green and silver Lurex; lighting is combination of luminous ceiling and acoustical panels suspended by aluminum channels.

Dean's office is furnished with Knoll furniture with upholstery fabrics by Knoll and Boris Kroll in green and earth brown; Raymor lamp has terra cotta shade, light pole is by Laurel, and drapery panels of Jofa fabric are in shades of brown, green and gold; wall is painted yellow-beige.

Interior Designer: **Carl Lautzenheiser**
Weger Interiors
Installation: **College of Education**
Michigan State University
Location: **East Lansing, Michigan**

Faculty lounge is L-shaped room with furniture from American Chair Company's "Tropique" group, the upholstery of Naugahyde in cerulean blue, bamboo, white and brown, table tops in white Formica; flooring by Kentile; Frederick Cooper lamps.

L. L. Tucker

One large room in Student Center is used for all activities in student social program, can be divided into areas by series of custom designed mobile cabinets made by Chilton Woodworking with pecky cypress on one side, lacquered doors on the other, planting from Modern Artificial Flower & Display on top; view above is of TV area with Thomas Furniture sectional seating; end wall is covered in yellow Vicrtex, side walls in white "Tweedtex"; David & Dash curtain fabric, Raymor wire sculpture. Area below shows game tables, Wasco screen attached to custom storage unit with white Formica top; Shelby Williams chairs; painting is from Fulbright collection.

Interior Designer: **Ken White**
Installation: **George Peabody College Student Center**
Location: **Nashville, Tennessee**

Seating group above adjoins television area, is defined by Karagheusian striped rug; sofa is from Armstrong, sectional seating and chairs by Thomas Furniture Co., upholstered in rust and black Naugahyde; Westwood floor lamp, Raymor table lamps.

In student lounge area, left, wall is covered in Vicrtex green grasscloth, Armstrong sofa and Jamestown Lounge barrel-back chairs are upholstered in Plymouth "Algiers" vinyl; coffee table by American Furniture & Novelty Co., curtain fabric from David & Dash; lamps flanking sofa by Westwood, other lamp from Raymor; Milch mirror.

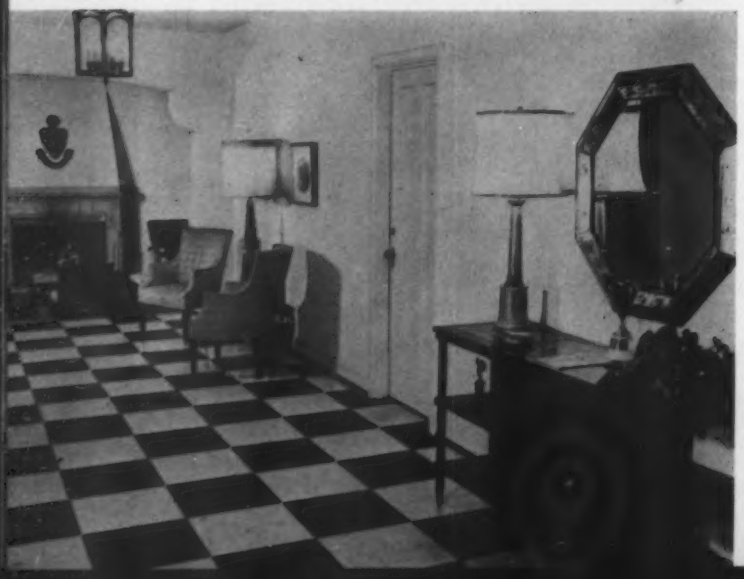
Soda fountain room is broken up into 50' areas by large plant boxes and booths defined by primary colors of red, white and blue Gilford upholstery; Shelby Williams chairs are stained in red and black, Formica table tops are white and blue, Vicrtex wall covering is mist blue silk pattern, and the counter front alternates gray and white Formica: booths made by Durochrome Corp., plants by Modern Artificial Flower & Display.

Cafeteria escapes institutional look by designer's creating areas within the room through furniture arrangement, varying table top colors, upholstery and chair styles; tables and chairs by Shelby Williams are in combinations ranging from two to ten seating capacity, upholstery is white, beige, yellow or gray, and small tables with white, turquoise or citron tops are scattered throughout for color accents; walls are covered in gray Vicrtex; curtains are white Fiberglas from Thortel; wall plaques by Jo Mead, the medallions above from Harold Studios.

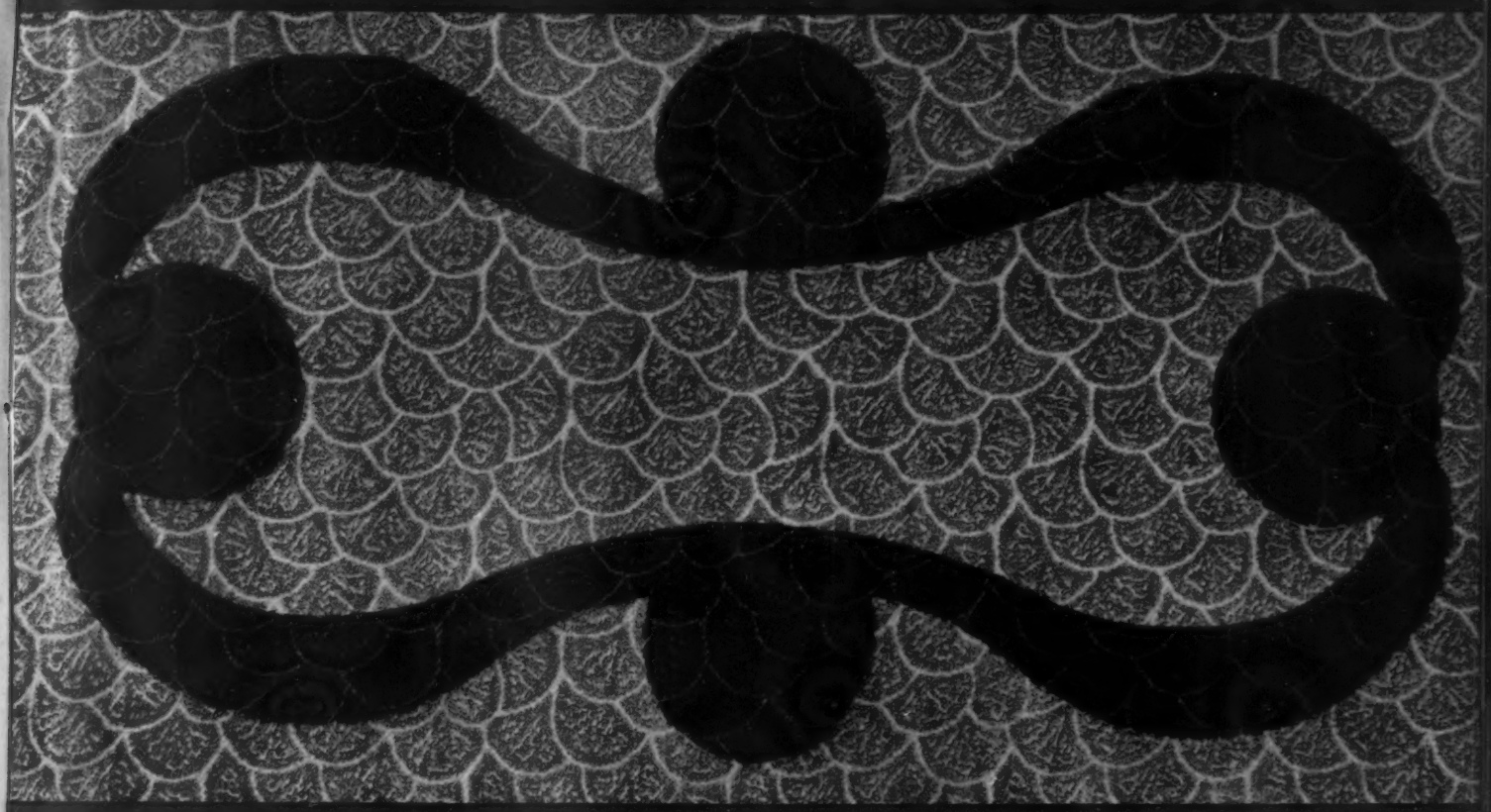
Living room of sorority house has turquoise, gold and white color scheme, the furniture arranged in conversation groupings around the fireplace; center grouping consists of Tomlinson marble-top coffee table and four chairs with gold and turquoise cushions, wing chair by Cocheo is upholstered in white leather, pair of Tomlinson lounge chairs is in turquoise and silver-gray, chairs by window are by Michigan Seating, the covering in Erbun turquoise velvet; lamps by Warren Kessler; curtain fabric in white on white is from Payne and Co., Wunda-Weve nylon carpet is turquoise.

Schools

Interior Designer: **Leonard E. Styers**
L. S. Ayres & Co.
Installation: **Delta Delta Delta Sorority House**
Location: **Indianapolis, Indiana**



Flooring in entrance hall is Robbins black and white vinyl tile, chairs by Michigan Seating are covered in David & Dash gold fabric, walls are painted white; Tomlinson commode, Rembrandt lamp, Feika pictures.



New Concept in Carpets

After several years of research and experiment, a new process in the manufacture and installation of carpeting has been developed. Considered to be one of the most radical innovations in carpet since the turn of the century, the new concept is the result of joint efforts by La France Carpets, Inc. and the United States Rubber Company. Distribution to the trade is through Warco Carpet Mills, 295 Fifth Avenue, New York.

Simply stated, the distinguishing feature in the manufacture of the new carpeting (which has been dubbed *Amerilux*) is this: a closely woven carpet in 54" widths is bonded to a sponge rubber base which also forms the underlay. For installation, new tools have been developed by Kent Harian, vice president of La France, enabling the carpet to be cut and laid in any size, shape or design without visual seams.

The three basic tools are a cutter, lateral applicator and marginal applicator. The cutter has an adjustable knife which will cut through any depth or thickness of pile, in any direction, no matter how intricate the shape. The lateral applicator is used to apply a special bonding agent to the sides of two strips of carpeting. Once coated with the adhesive, the carpet edges can be joined by hand pressure. Similarly, the marginal applicator is used to coat the edges of the carpet around the perimeter of a room. The result is a virtually seamless, tailored-looking installation with no limitation as to size and shape. And although the adhesive holds the carpet firmly in place, it can be easily peeled up for cleaning, repairing or moving. In fact, this is one of its great advantages, for the inherent non-slipping nature of the sponge rubber backing makes it unnecessary to apply the bonding agent to any part of the carpet except the seams. This means that it can be installed over a fine wood floor without causing damage to the finish of the wood, making it especially useful on installations where it is desirable to have the floor carpeted at times but bare for certain occasions such as dancing.

The new process also provides numerous other advantages. Worn, burned or badly soiled areas can be cut out and a new piece of carpet inserted. Also, interesting patterns can be achieved by using a template to cut out certain areas and then inserting carpeting of a different color and texture, or by using contrasting materials which lend themselves to flooring such as vinyl tile.

Since a carpet is only as good as the materials used, La France has wisely chosen to utilize fibers well known

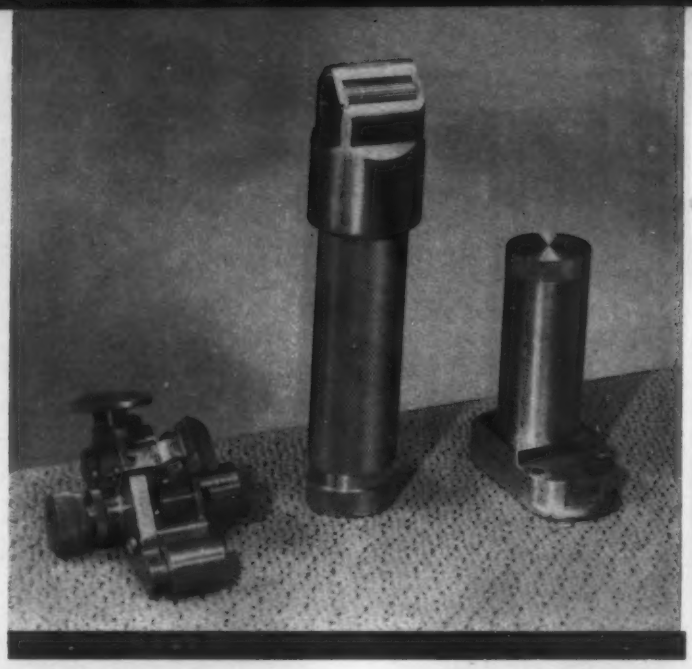
Continued on page 236

Continued from page 235

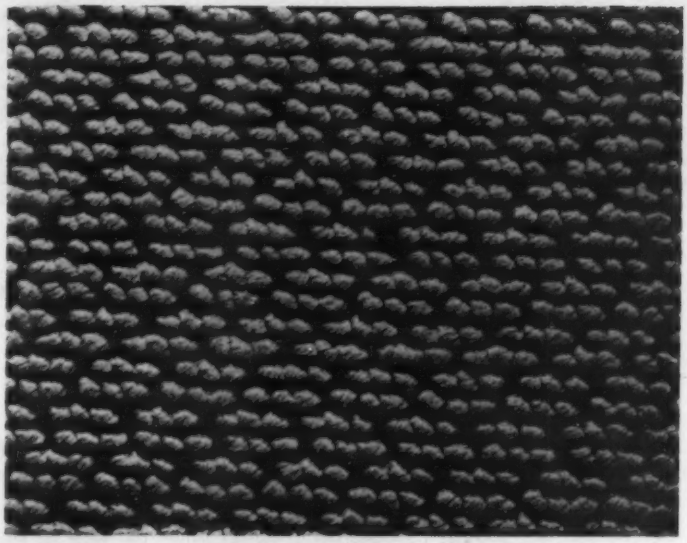
for their qualities of durability, ease of maintenance and decorative possibilities. Carpets in the initial collection fall into two groups: those made of 100% Avicron, a special rayon carpet fiber made by the American Viscose Corporation; and those made in a combination of carpet nylon by E. I. Du Pont and Celaire, an acetate carpet fiber by the Celanese Corporation. The backing in each case is "Kem-Blo" sponge rubber manufactured by U. S. Rubber Company, who spent several years in developing a carpet cushioning of just the right density. The characteristic properties of each of these elements, as furnished by the individual manufacturers, are listed on pages 238 and 239.

In beauty and appearance, *Amerilux* carpets are available in a wide range of handsome patterns, colors and textures. It can be specially dyed to color specifications. And unusual decorative effects can be achieved by contrasting patterns and textures. In matters of economy and maintenance, it has much to offer. It is mildew and mothproof. Wear tests in heavily trafficked areas have proved its ability to withstand tremendous abuse. This is partly due to the fact that the main impact is not on the carpet fiber itself but on the sponge rubber backing since there is no abrasion between the two from slipping. By using a fairly short, closely woven pile, dirt cannot seep below the surface, and the character of the pile eliminates shedding and matting. Decoratively speaking, "thin" carpets date back to early Oriental rugs which served Kent Harian as the original inspiration for *Amerilux*. Perhaps the most important feature from an economic point of view, however, is that there is absolutely no waste. Every cut piece of the carpeting can be fused with another and efficiently utilized.

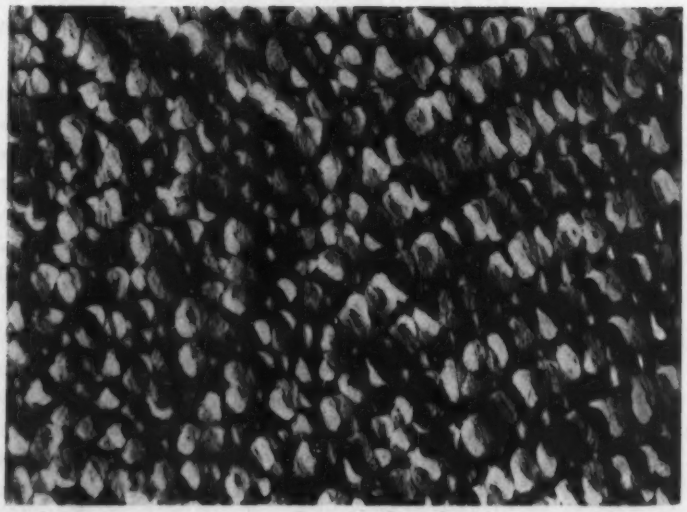
A representative sampling of the available patterns and textures is shown here. New patterns and the use of other fibers, including 100% wool and 100% nylon, are being planned for introduction in January.



Photographs, Frank Marsten



Round Wire



Tweed-Point

Horizon

← *1. Three new tools are used in installation of "Amerilux" carpeting: a cutter, marginal applicator and lateral applicator; these tools are for professional use only; they are not a "do-it-yourself" kit.*

2. Marginal applicator is used to apply special bonding agent to side of carpet eliminating use of tacks or stripping.

3. Lateral applicator applies bonding agent to edges of two pieces of carpeting to be joined.

4. After bonding agent has been applied to edges of carpet, the two pieces can be joined by hand pressure leaving no seam.

5. Cutter and template can be used to create inserts of contrasting colors and textures.

6. Design motif using alternating colors and textures has been inserted in cutout area leaving no visible seams.

NYLON

by Du Pont

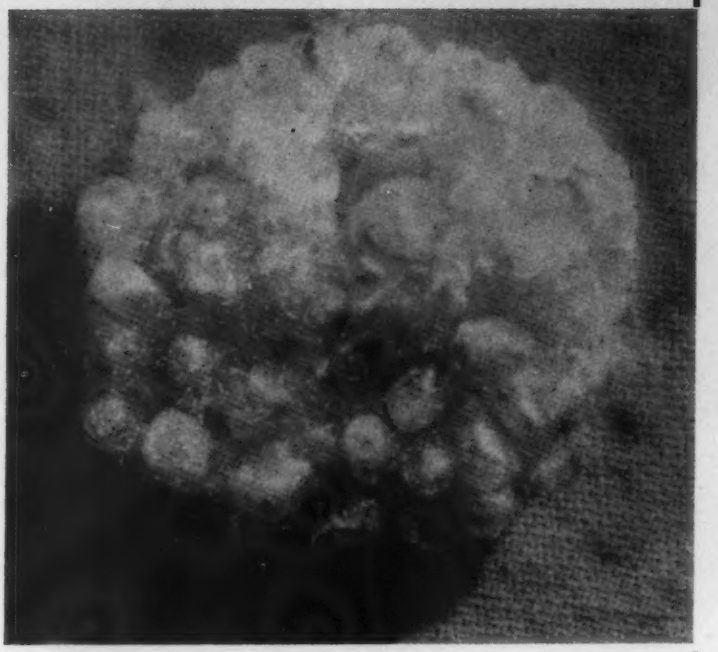
1. *Noted for its unusual strength; weight for weight, it is stronger than steel wire.*
2. *Excellent wear and tear resistance.*
3. *Excellent shape retention.*
4. *Resists damage from moths and mildew.*
5. *Its natural flammability is very low; nylon will not flash burn. It will melt at approximately 480° F., if a flame is applied.*
6. *Its weight, elasticity and its luster can be scientifically controlled.*

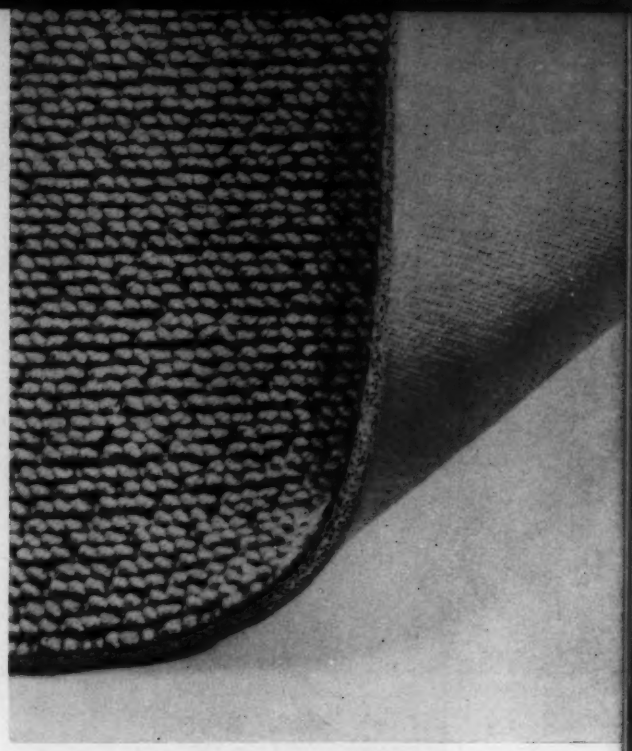
CELAIRE

by Celanese Corporation

1. *Unusual shape-retention qualities; once the fiber is twisted into a certain shape it holds that shape indefinitely.*
2. *Wears well, resists soil and has good resilience and pressure recovery.*
3. *Resists fading, moths and mildew.*
4. *Can be spot cleaned with detergent suds and a soft cloth; oily spots are removable with a little dry cleaning fluid.*

Review is 80% Celaire, 20% nylon





AVICRON

by American Viscose Corporation

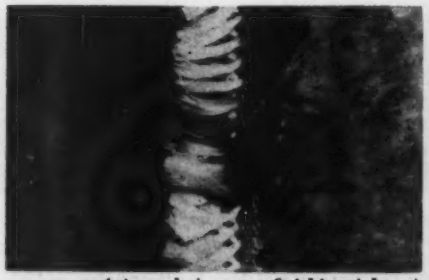
1. *Excellent retention properties; no matter how a tuft is made, whether it curls in or out, the curl becomes tighter after each washing.*
2. *Many texture-effects possible.*
3. *Takes bright, brilliant colors; has affinity for dyes.*
4. *Being a continuous filament rayon, it is completely lint-free.*

KEM-BLO SPONGE RUBBER

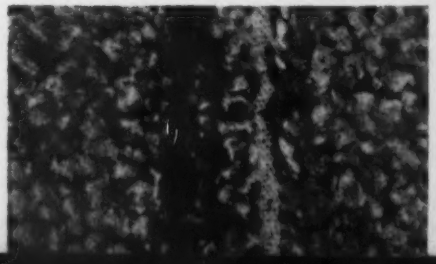
by U. S. Rubber Co.

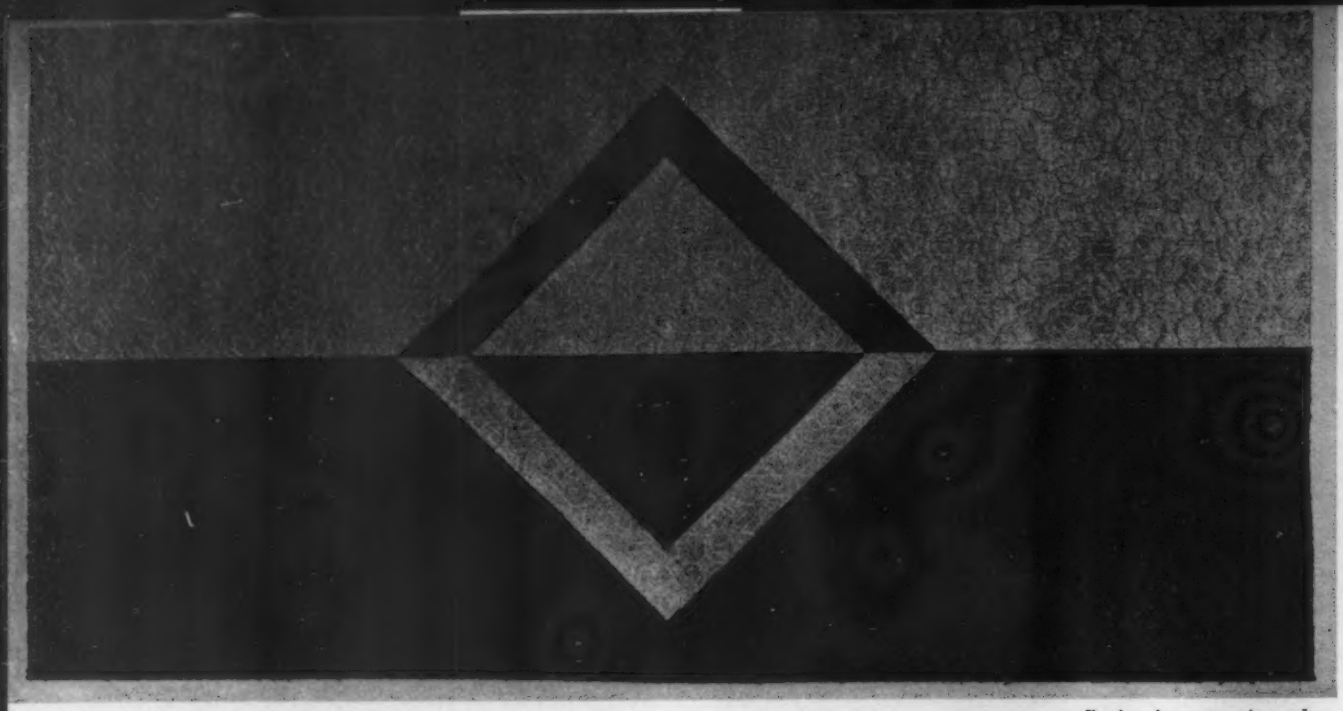
1. *Will not matt or pack; returns to original gauge even after severest exposure to compression.*
2. *Remains uniform; will not bunch up in spots and pack down in others.*
3. *Moth and vermin proof.*
4. *Is fire retardent.*
5. *Keeps clean since there are no fibers to break down and disintegrate into lint and dust.*
6. *Has soundproofing and insulation properties.*

Curl-tex made of 100% Avicron



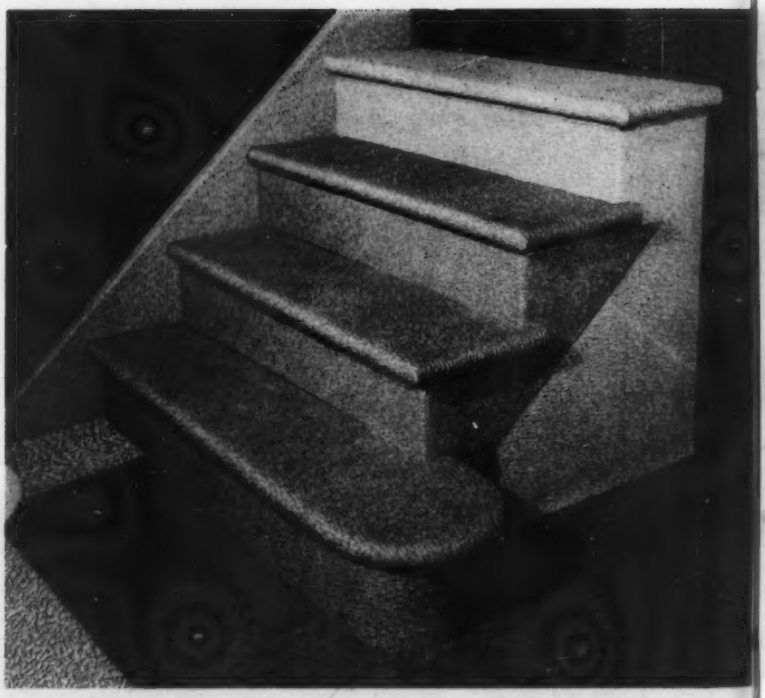
Avicron before wet finishing (above), after wet finishing (below).





Review in contrasting colors

Virginia



Amerilux carpeting installed on stairs with new tools has neat, tailored look.

All patterns shown on these two pages are of 20% Du Pont nylon and 80% Celaire.

Park Row 240

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Office of the President

Office of the Agency Vice President

Security Mutual Life Insurance Company of Binghamton, N. Y. ranks among the top ten percent of the life insurance companies in the United States. When the decision was made to redecorate their offices in a manner befitting their leadership and prestige, selections were made from the extensive Kittinger and WILLIAMSBURG Collections of fine Traditional Furniture.

Yes, more and more leading Contract Decorators and Interior Designers are coming to Kittinger when choosing furniture for executive offices, board rooms, reception lounges and other important rooms in banks, insurance companies, professional offices, apartments, clubs, hotels, schools, etc. Our New Contract Catalog is available to all recognized Interior Decorators and Designers . . . also the facilities of our Coast-to-Coast Showrooms. Kittinger Company, 1923 Elmwood Ave., Buffalo 7, N. Y.

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LA FRANCE

AMERILUX

CARPETS

HENRY END, A.I.D., I.D.I., designer of such outstanding installations as the glamorous Coconut Grove in Los Angeles and the world's largest motel, Washington's Mariott Motel Hotel, has created one of the highlights for the forthcoming National Hotel Exposition: a series of four "Designs for Dining". In two of these areas, he uses **La France AMERILUX carpeting** in bright "spotlight" red. In looking for just the right carpet, **Mr. End** found all the "most-wanted" features he needed in **AMERILUX:** Simple installation without visible seams; no messy adhesives or tacks required; a carpet that is durable, soil resistant, sound-absorbing, lint, dust, moth and mildew-proof.

See **AMERILUX carpets** at the new trade showroom of **Warco Carpet Mills,** 295 Fifth Avenue, New York. **Send for brochure. For technical information, write La France Carpets, Inc., 2 Park Avenue, New York, Attention Amerilux.**

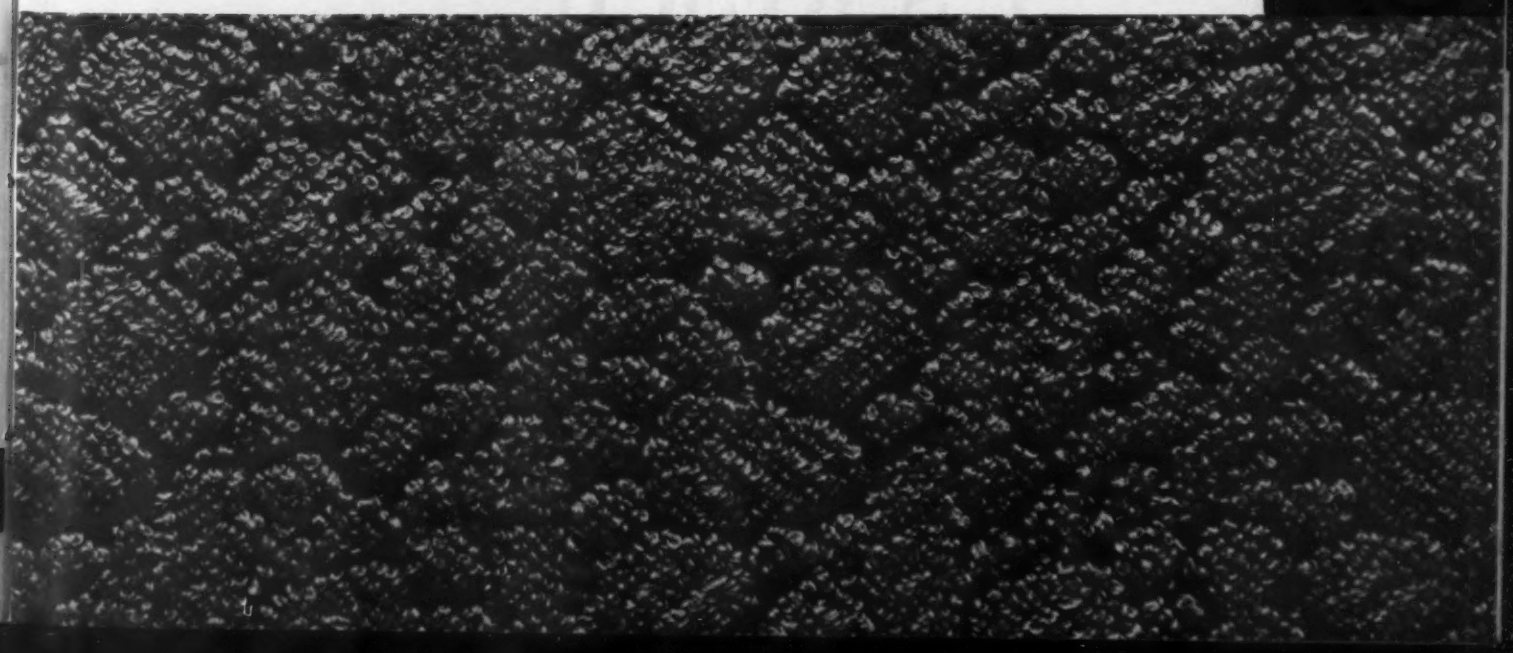
LA FRANCE CARPETS INC.

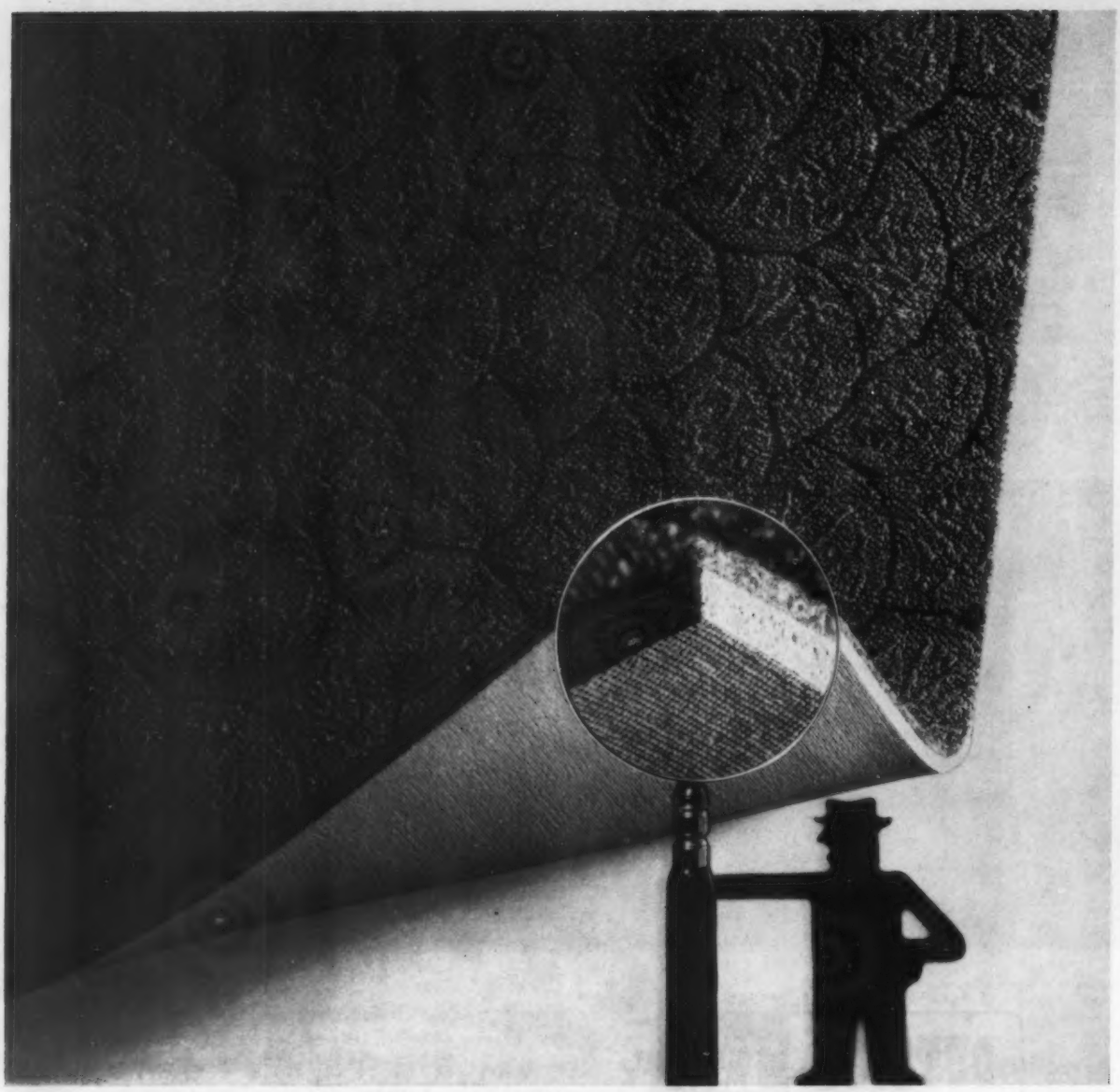
DESIGNS FOR DINING

OUTSIDE INN

BY HENRY END A·I·D I·D·I

Cocktail lounge and inside dining room from Henry End's "Designs for Dining" features **La France AMERILUX carpeting** in Horizon pattern bright "spotlight" red. A closeup of the carpet (80% Celaire, 20% Du Pont nylon) is shown below. Sponge rubber backing provides a buoyant resiliency and insulating coating.





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the *one* sponge rubber underlay specifically engineered for bonding to floor covering

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Specifically engineered to be bonded to carpets and carpet facings, this new U.S. Kem-Blo can be permanently cured right to the carpet to form a true one-piece unit. Its density has been precisely controlled to give the longest possible carpet wear, with just the degree of resilience carpet customers look for. The special Kem-Blo cushioning insulates against noise and cold. And because of its special design, it always lies flat . . . allows perfect installations without cementing!

To learn more about the many advantages of Kem-Blo bonded to carpet, for manufacturers, contractors and customers alike, write today to U.S. Kem-Blo Sponge Dept.

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REVOLUTIONARY
AVICRON
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Eternal spring in its curl and its tread
CURL-TEX by LA FRANCE
OF AVICRON® RAYON Just attained—a new high in carpet beauty, practicality, economy and long life. It's CURL-TEX by La France! You get these unique advantages: Handsome caracul-curly, close-woven 100% Avicron pile that holds its crimp forever. Permanently welded backing is resilient sponge rubber which resists skidding, eliminates padding, silences noise and provides insulation. CURL-TEX comes 54 inches wide with sides coated with an exclusive La France bonding agent. You press the edges together and they stay joined. Easy to install, easy to maintain. Comes in 11 rich carpet colors. Specify CURL-TEX for every kind of use. Your customers will be so glad you did!
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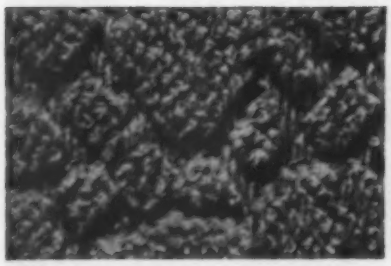
AMERICAN VISCOSE CORPORATION, 350 Fifth Avenue, New York 1, N.Y.

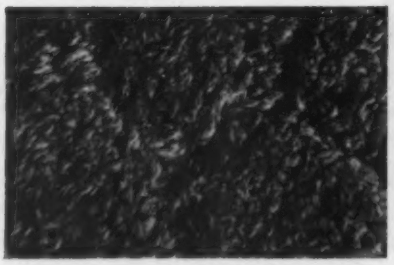
Take-off for a great new floor covering idea! Celaire® in La France's Amerilux

Tested at take-off point of the world's longest 5¢ ride, Celaire acetate blended with nylon proved a great buy, too, for resilience and long wear. The floor covering: La France's revolutionary new product, blended pile yarns of Celaire and nylon bonded to sponge rubber base. Results: No visible worn spots after cleaning; quick recovery of the densely packed pile; no matting or shedding to mar the textured pattern; absolute proof of Celaire performance and cleanability. Proof, too, that this floor covering with Celaire, quality-controlled by Celanese, is the most practical and economical for high-traffic contract installations. Celanese Fibers Company, a division of Celanese Corporation of America, N.Y. 16. Celanese® Celaire®

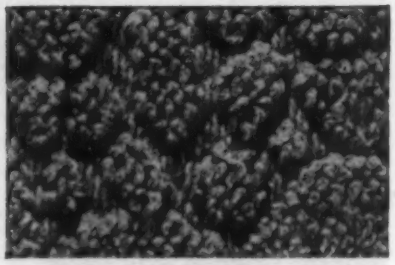
. . . as proven in Staten Island Ferry turnstile traffic test



La France's "Horizon" floor covering with Celaire before turnstile traffic test.



Same floor covering after being trampled on by 65,110 people during traffic test.



After shampooing, same floor covering is restored to Celaire's luxurious beauty.

Celaire . . . a Celanese contemporary fiber

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d'Argout Ferguson, Inc., noted for their elegant interiors, selected **La France AMERILUX** carpeting for handsome executive office in The Zeckendorf Hotel, New York.

La France AMERILUX carpets are now on display in the new trade showroom of **Warco Carpet Mills,** 295 Fifth Avenue, New York. A special **Contract Department** is ready to serve interior designers, dealers and stores.

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Henry Held, president
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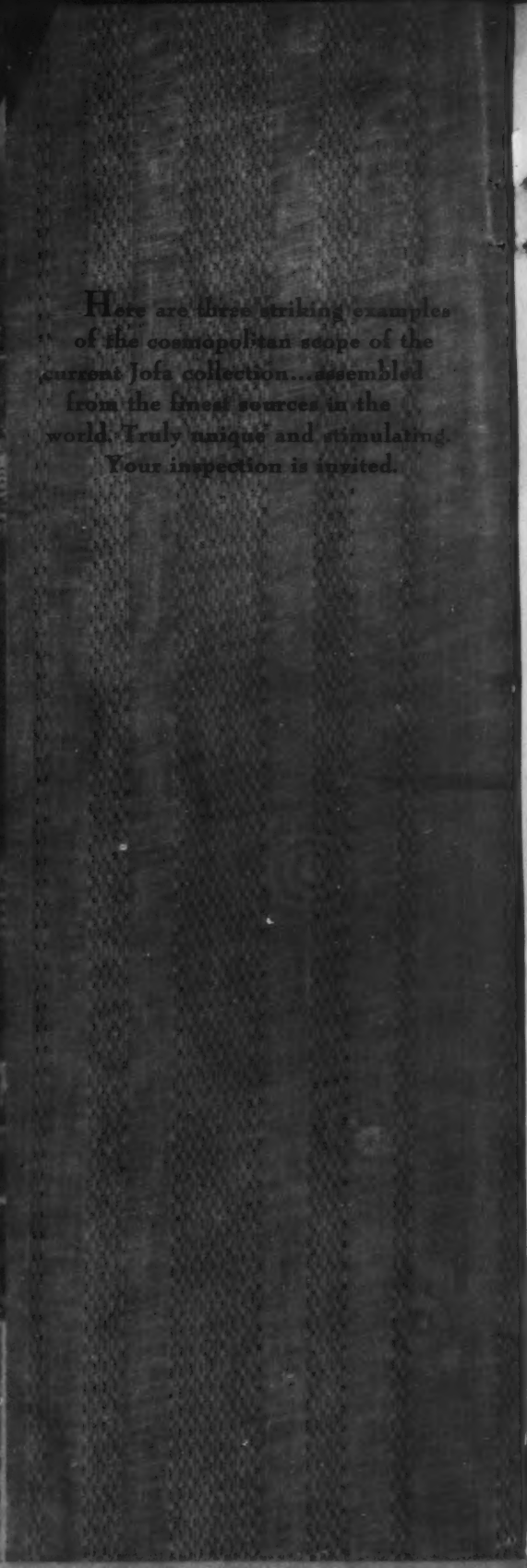

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Top left: #8010 Series
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Right: #7840 — 51" 100% Linen
Casement, Imported from Belgium

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Dining Room with No. 305 Booths

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THE MOST SUCCESSFUL RESTAURANTS, hotels and bowling centers, such as Paoli's in San Francisco, Eugene's at Reno and The Stardust at Las Vegas, seat their guests in Schafer furniture and seating. Not just because of its luxurious comfort and beauty . . . but because Schafer durability-craftsmanship *saves money* over the years. Schafer Bros. are just as fussy about 8-way hand-tied springs and Italian twine as great chefs are about Filet Mignon and wine. Booth frames are guaranteed for the life of the job. Furniture frames are hardwood, doweled and glued. This company leads the field in the use of top grain leathers and 38-ounce vinyls. These are some of the reasons for Schafer Bros.' 25 years of success. One of the best investments you can make is **SEATING AND FURNITURE BY SCHAFER BROS.**

Jac Lessman A. I. D. used Schafer seating and furniture in The Stardust, in Las Vegas. Our 25 years of experience working with America's best designers is at your service to help you win and keep your client's approval.

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FINE FURNITURE AND SEATING

1123 N. McCADDEN PLACE **LOS ANGELES 38, CALIF.**

Market Spotlight

continued from page 134

1—George Tanier Lighting imports striking Swedish design from the Uno & Osten Kristiansson workshop; 13½″ white matte opal globe, white plastic cord.

2—Harry Gitlin introduces leaded glass fixtures in Mondrian design of primary colors, available also in table lamps.

3—Virginia Frankel offers dramatic lighting design in custom welded and sculpted fixture for new contemporary look.

4—Art Glass for Interiors designs stained glass bubble lantern, 12″ in dia. in tones of one color or multi-colors to order.

5—Lightolier presents pendant fixture in wicker and rattan over opal glass cylinder.

Continued on page 252

1

2

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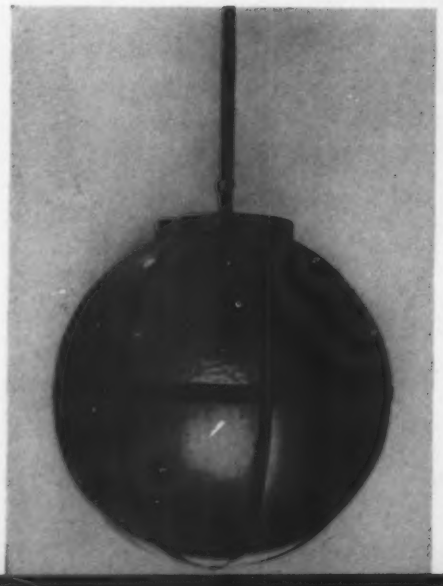

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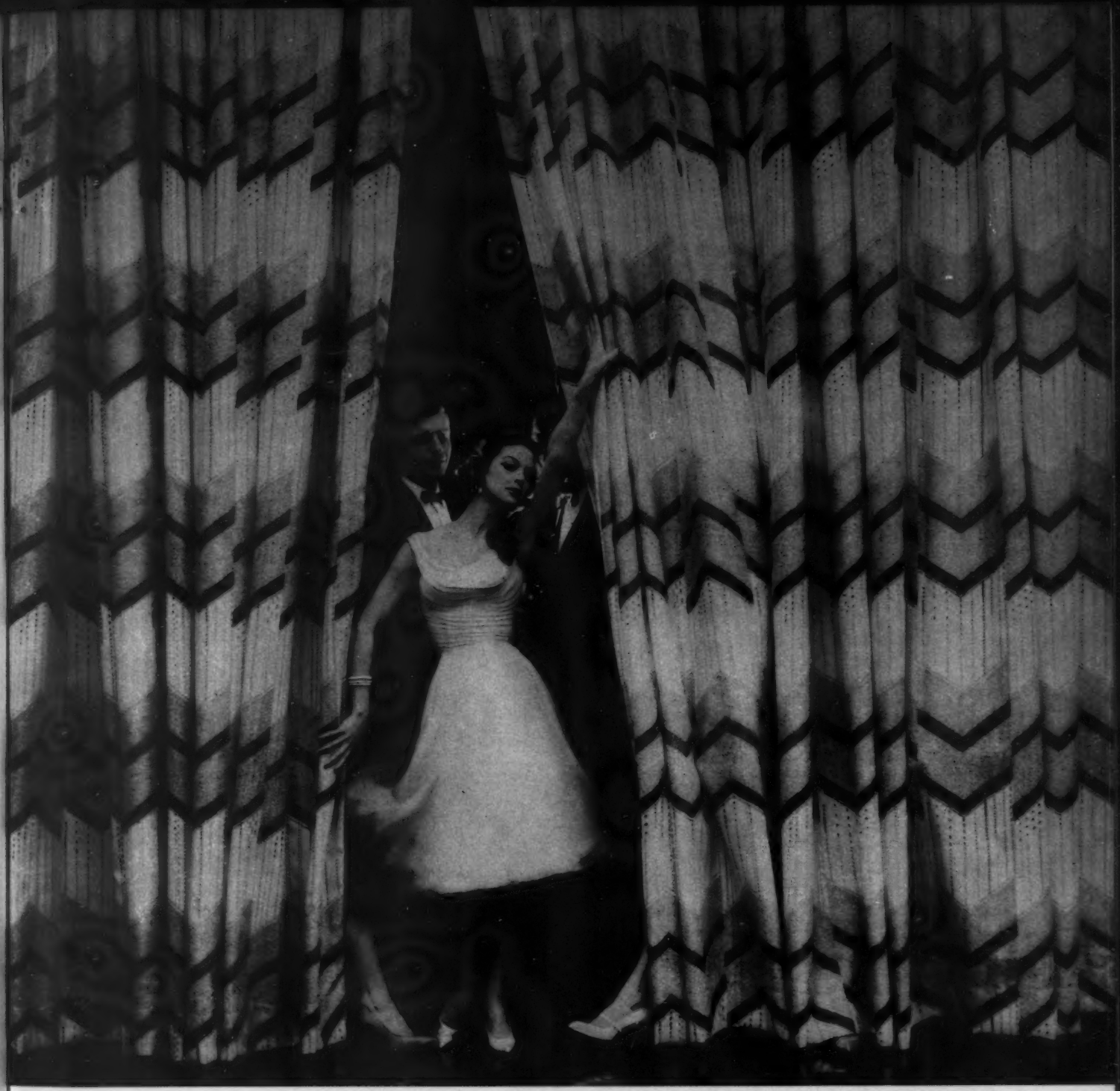

Illustrated: "Meteor" by Covington, handpicked by Ceil Chapman for PPG.
PPG manufactures the fiber glass yarn—not the fabric. Photo: William Helburn

New fashions in PPG fiber glass... with the fashion-name magic of Ceil Chapman, Vera Maxwell, Adele Simpson, Pauline Trigère!

Your clients will be attracted to the lovely new fiber glass drapery designs and textures advertised this fall in the pages of House Beautiful, House & Garden, The New Yorker, Vogue and Harper's Bazaar. Selections of these leading fashion designers are available, respectively, from Covington Fabrics, Riverdale Fabrics, Waverly Fabrics and Titus Blatter & Company, or their local jobbers.

PITTSBURGH PLATE GLASS COMPANY, Fiber Glass Division, Pittsburgh, Pennsylvania

Market Spotlight

continued from page 250

Fabric-Carpet Coordination

As a certain harbinger of an exciting autumn in decorating circles, Carpets By William Gold, 425 East 53rd Street, New York, has introduced a collection of carpets coordinated with fabrics by J. H. Thorp & Co., 425 East 53rd Street, New York. Both firms are showing the new coordinate collection in their respective showrooms in colors and designs that lend to coordination in both traditional and contemporary interiors. Exact fabric designs are available in both needlepoint and smooth, luxurious high-pile carpeting — in colors, of course, to match. Included in the designs already available, with more to come, are a handsome Empire pattern from a documentary example; *Floral Sunburst,* a contemporary design; *Fleurie Oriente* (illustrated), a Dacron and silk fabric, 50″ wide, multicolored on natural; *Jardin Chinois* (also illustrated), a Dacron and silk handprinted sheer in muted shades, 50″ wide, both Oriental patterns; and *Matchsticks,* another contemporary design.

Continued on page 254

ALBANO

CRILLON . . . as fresh as spring in Paris.
Made in prima vera and burl . . . hand-finished in soft tones.
Accented in gold leaf and bronze. A fine example of
The Ageless Beauty of Albano.

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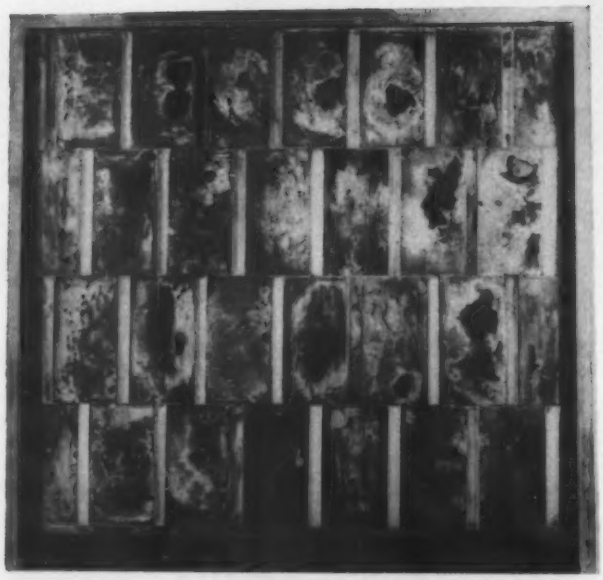

Market Spotlight

continued from page 252

Designs in Bronze

Bronze has been heralded down the ages as the royalty of metals. Its recent revival by the Gem Stone Arts Co., 204 East 28th Street, New York, as a modern design medium is of special significance to interior designers since it has considerable adaptability to many design situations today. The metal is offered with all of its traditional qualities including an exotic aged patina finish. This patina, formerly achieved only after a long process of aging, is now produced with a special formula developed by Philip and Kelvin Laverne, which in effect hurries up nature's own process and produces the colorful hues so peculiar to old bronze. Among the designs in metal are a handsome group of bronze tables and wall hangings in both traditional and contemporary stylings. A few are inlaid with pewter for striking contrast; others are enhanced with enamel accents. From this group is illustrated a special bronze and pewter table with a patina of subtle blues and greens, selected by Melanie Kahane for a luxurious Park Avenue Interior; another 18″ x 18″ table is Oriental-inspired with bronze base and bronze and pewter top. Also shown is a section of a panel wall in a combination of bronze and stained glass designed for a lobby and available on custom order.

Continued on page 258

NEW ADDRESS... gery hecht

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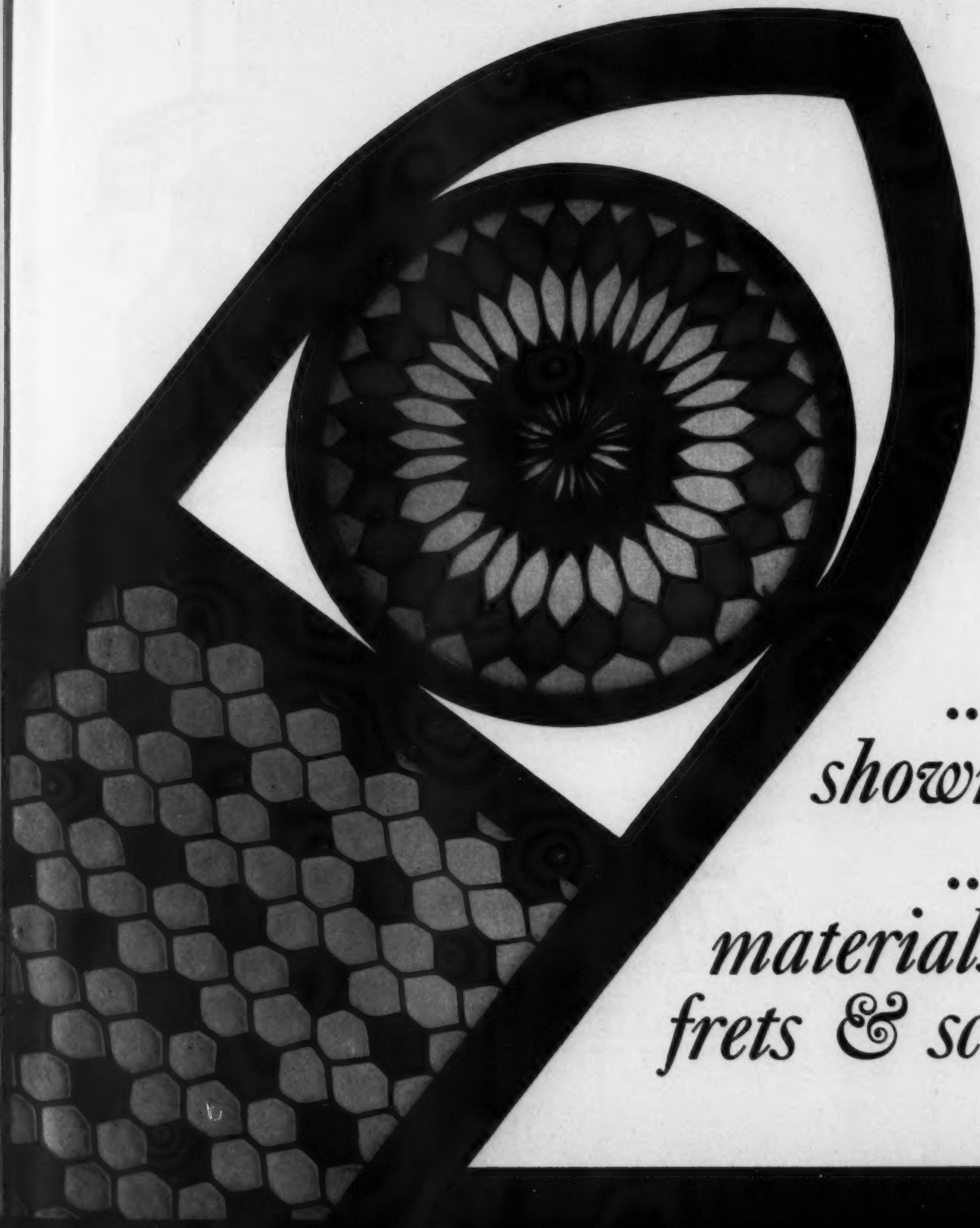

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Furniture fabrics of Caprolan are outstanding for their beautiful textures and rich, lustrous colors. Crush-resistant, they *stay* beautiful for years. And you'll find these same advantages in *carpet* of Textured Caprolan.

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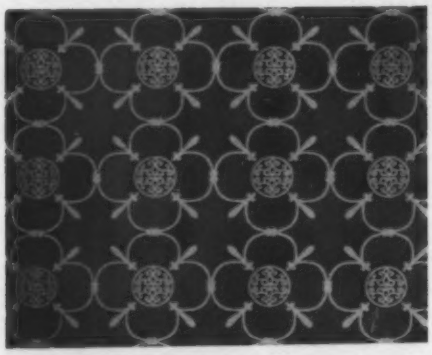
D-4044-X

Large Sconce in the Regency Style. Inspired by decoration of the Egyptian Salon in the Royal Pavillion, at Brighton. Hand-wrought metal throughout, subtly painted in rubbed tones of mauve, peacock, beige and charcoal. 58" x 18". Each of the three tiers also available separately; see insert above.

205 E. 49 ST., NEW YORK 17 • MU 8-6280

New Showroom—New Fabrics

Bergamo Fabrics Inc., recently moved to new showroom quarters at 16 East 52nd Street, New York, are introducing a new color-coordinated fabric collection, the keynote of which is an exciting new damask with a grille motif. Illustrated here, the design is woven in six 2-tone color combinations and has the advantage of being adaptable to both contemporary and traditional décor. This is also



the first time the firm is able to offer a woven damask of two colors where the ground will remain true and clear and unshaded from the filler fabrics. Also, a tailored, heavy Venetian satin and stria-fabric is color keyed to correlate with the new grille pattern adding to the designer's allover versatility. See these as well as the firm's striking collection of beautiful silks and satins in an especially comprehensive color range.

Silver Storage

Custom-made drawer inserts for silverware produced by The September Co., Box 371, in Northampton, Mass., will solve the problem of storing your client's precious silver very nicely, and is also a vital accompaniment to any furniture with storage facilities. Each attractive unit

comes designed to your special order, is covered with Pacific Silvercloth which keeps the silverware free from tarnish and allows for the storage of knives, forks, spoons and butter spreaders. There are no assembly or installation costs. The inserts are simply placed right into the table tops in prictical Formica. The perfect answer to drawer.

continued on page 260

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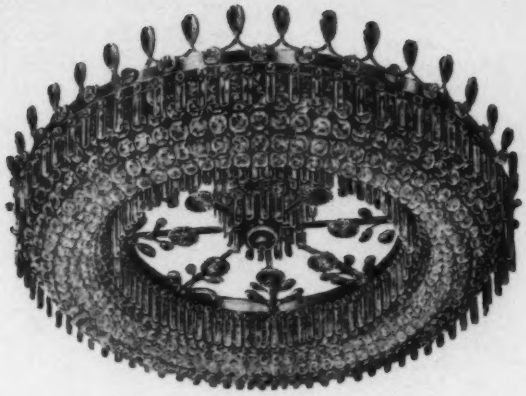

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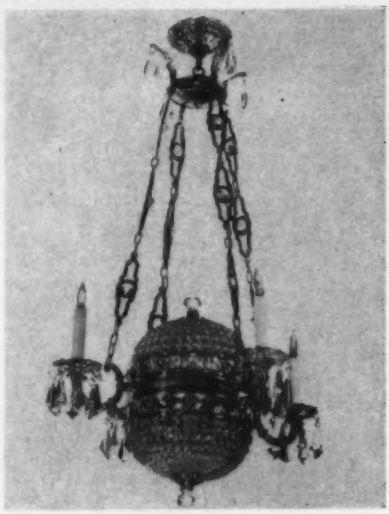
Unusual Lighting Designs

One of the excitements of a visit to City Knickerbocker, Inc., 781 8th Avenue, New York, designers and manufacturers of theatrical, residential and commercial lighting fixtures, is the firm's unusually wide diversity of lighting styles based on different contrasting materials. No



dearth of stimulating lighting ideas here, with the area of contrast ranging from an exotic 4-candelight Empire chandelier in crystal and bronze (illustrated) for lavish

Continued on page 263

Evelyn Meyer, Interior Designer

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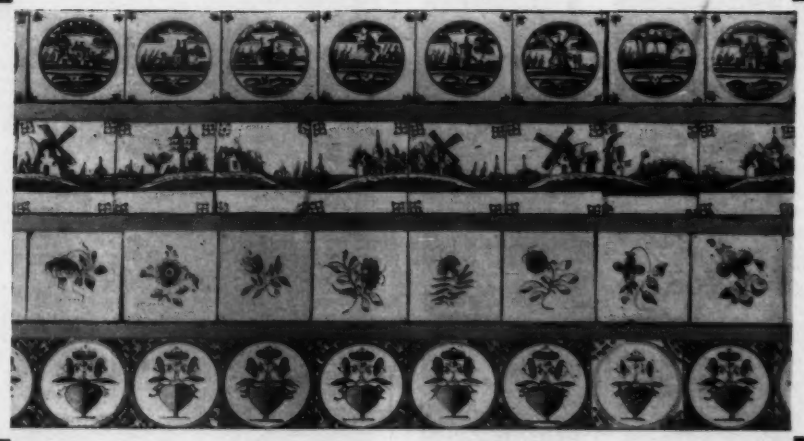

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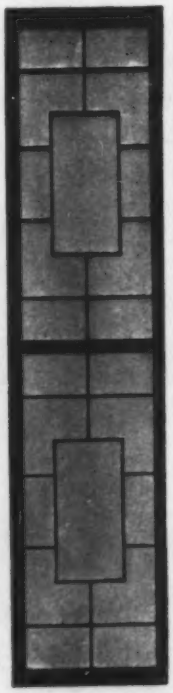

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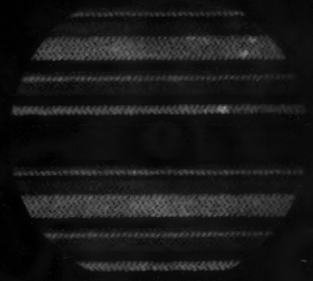
MARKET, *continued from page 260*

entertaining to a whimsical soldier hat fixture conceived by Lynn Designs specially for a boy's room, and executed by City Knickerbocker. The latter is available in a combination of black, gold and red with brass fittings. Additional specialties include the firm's collection of Early Americana consisting of fascinating lighting memorabilia in the mode of the gaslight era, and best of all their various stage lighting effects which are rapidly gaining in popularity for residential and contract installations.

Mirrors of Style

The Nurre Companies, Inc., Egg Harbor City, N. J., manufactures mirrors of special style, combining simple design features with elegant custom detail. Designs include tall vertical models in straight or shaped silhouettes, lending importance and height to a small table or bureau. These come in a choice of either simple brass frame or striking brass corner accents. Square designs include a choice of cove, shaped or square mouldings as well as a beveled edge and gold button detail. For special glamor for the feminine powder room or boudoir, there is a 24" x 36" model which introduces a starlight pattern used at random to intriguing effect. This same starlight motif is combined with wood and brass in an attractive center panel joining two mirrors to form a design measuring 34" x 50" long.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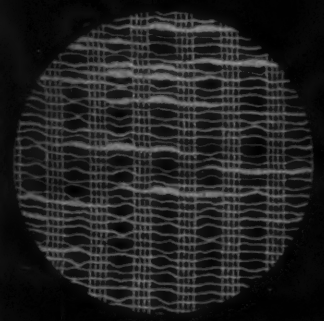
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An important feature will be the International Student Design Competition, open to students in design schools throughout the Western Hemisphere.

Additional information and entry blanks may be obtained by writing, Design Derby, 300 Dupont Plaza Center, Miami, Florida.

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Coordinated Fabric Collections

Norman Trigg, Inc. has announced the addition of three new collections of color-coordinated fabrics for upholstery use: the "Estate" collection with fine textured fabrics created especially for use on slim silhouettes now in vogue; the "Squire" collection with highly formal fabrics styled to traditional tastes; and the "Chateau" collection with exotic Oriental-inspired fabrics interpreted in a contemporary manner. The Squire collection, which has been assembled in a book, contains 8 different patterns, each in 8 different colors, and includes damasks, textures, patterns and plain fabrics. Samplings of the collections are now available upon written request or a personal visit to the Norman Trigg Showrooms, 15 East 53rd Street, New York.

Leather Recoloring Service

Froelich Leather Craft Company, 43-47 West 16th Street, New York, manufacturers of quality leathers, have announced a new service designed to add new life and beauty to fine leather furniture. The service includes the recoloring, reconditioning and redressing of old leather and table tops giving them a remarkable "just like new" appearance. Cigarette burns can also be repaired. Complete reconditioning contract work is handled on an annual basis for large offices, with the work done on the client's premises. For further information, write the firm at the above address.

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New Tape Closure

Velcro, a new fastener material available at F. Schumacher & Co., 535 Madison Avenue, New York, has unlimited application in interior design. The new product is made from two nylon tapes, one with microscopic burr-like hooks, the other with a series of eyes to catch the hooks. When pressed together the two adhere firmly, but can be easily peeled apart. The tape is completely washable, will outlast most fabrics, comes in fifteen colors in 5/8, 3/4, 1" 1 1/4 and 2" widths, and is applied by sewing, stapling and special adhesive to fabrics, metal, wood, tile, glass. The following uses immediately come to mind; slipcovers, dust-ruffles, valances, carpeting, dressing table skirts, pillow covers and day-bed covers.

Made To Shine

We've encountered several excellent polishes and reported on them in these columns from time to time. But good as they have been, they were good for only one particular thing—for silver, for marble, for brass, or for copper. What we wanted was a good all-round polish for shining several things, and at last we've found it. The name's ABC Polish and it is excellent for shining everything throughout the house in aluminum, brass, chromium, stainless steel, nickel or copper. It's well named, too, for it is "easy as a b c" to use, gentle to the hands and contains no harmful ingredients. The

Continued on page 269

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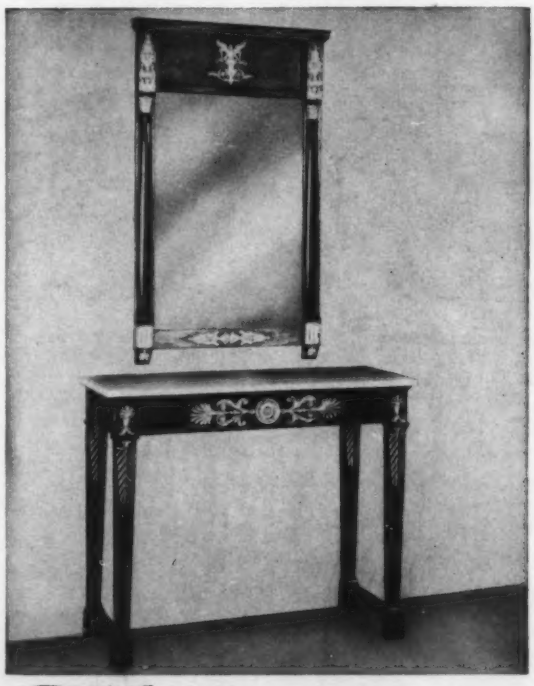

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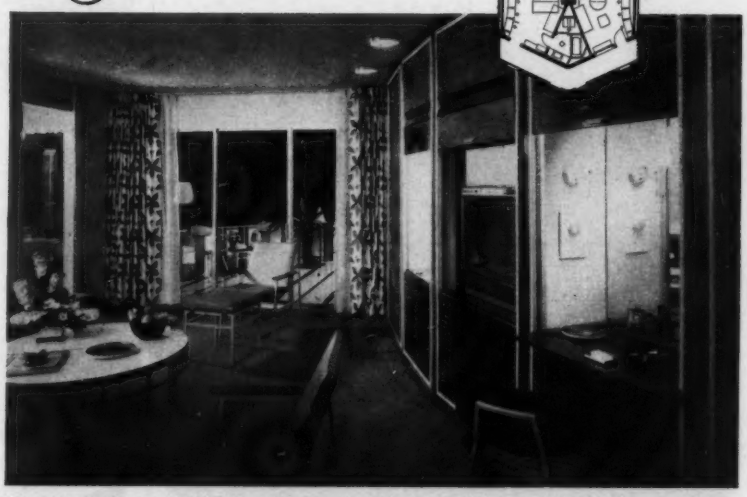
The bathroom vanity and serving pantry counter top are Parkwood's new Raw Silk in Bali Blue. This reproduction of the East's most luxurious fabric is simple and uncomplicated in design and achieves an atmosphere of dignity and beauty.

Each application in the Room of Tomorrow offers proof not only of Parkwood's beauty and practicability, but also of its unique suitability for use in hotels and motels — maintenance is virtually nil.

Be sure to visit us in Booth No. 4028 at the National Hotel Exposition, in New York's Coliseum from November 2–6. Don't miss the Room of Tomorrow — and also see Design for Dining by Henry End, A.I.D., I.D.I. . . . both featuring Parkwood prestige laminates.



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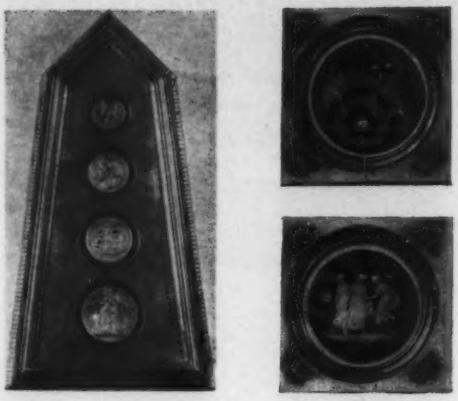

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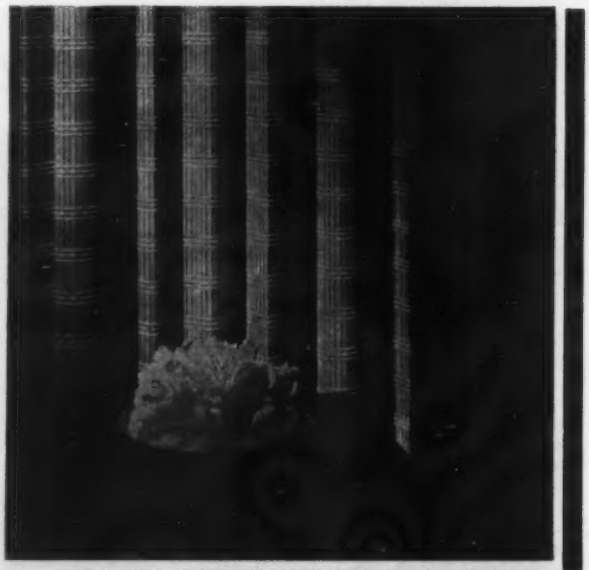

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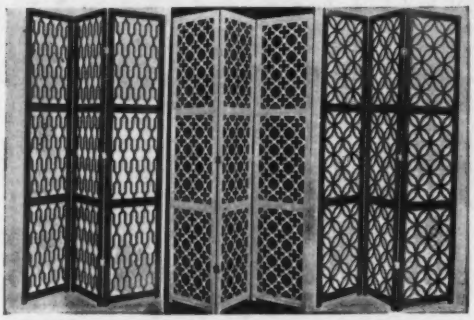
DRAPERIES • SHADES • DIVIDERS • SHUTTERS • SHOJIS

MARKET, *continued from page 266*

liquid solution is applied to the surface needing to be polished with a soft cloth, then after drying is wiped off with another cloth! Nothing simpler for restoring that "just like new" luster without hard rubbing. It is 79c for a generous 12 ozs, and is obtainable at all housewares stores. Copper Clad Products, Newark, N. J., makes it.

Panel-Screens

Three-panel screens from the Wood Art Products Corp., 261 Fifth Avenue, N. Y., offer the designer a ready-made, moderate-priced selection of designs, in a variety of shoji



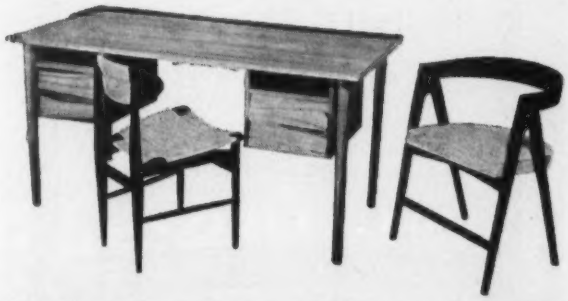
and filigree patterns. Individual panels measure a full 18" x 77", are made of kiln-dried, clear Western pine and birch, and feature special seven-cross rail construction for

Continued on page 271

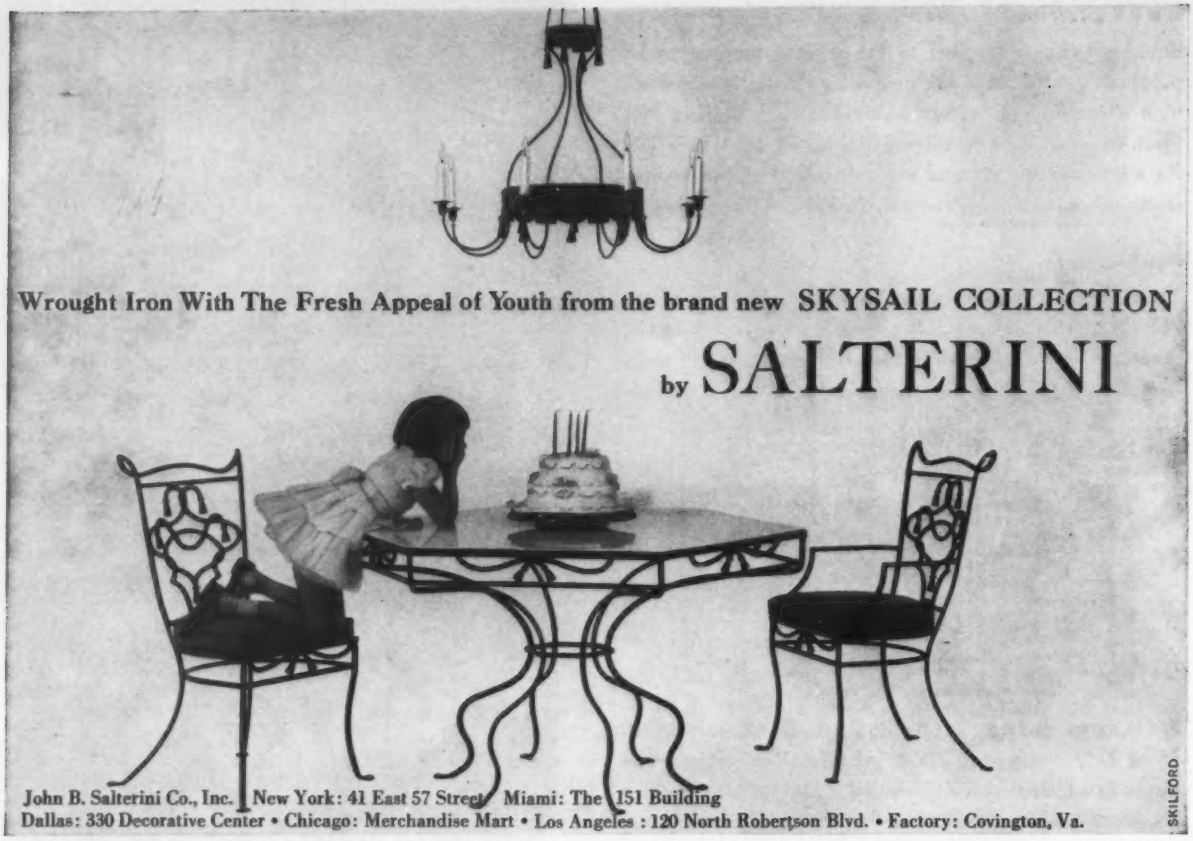
PIAZZA Originals

our SWEDISH COLLECTION

Teak desk for home and professional use... with ¾ gallery and detachable drawer assemblies. Pleasing light and airy design. 59"x27"x28" h. Sug. Ret., one hundred seventy-five. Shown with complementing Italian desk chairs. Catalog S-1 on request.



house of italian handicrafts inc/ 225 fifth avenue, new york 10,



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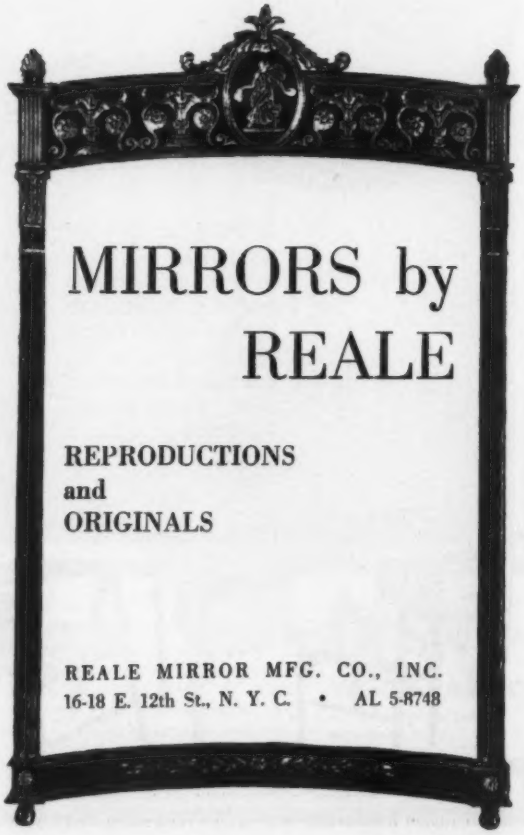
GRAND RAPIDS UPHOLSTERING CO.

Manufacturers of high grade contemporary and traditional furniture

Send for Catalog

FACTORY AND SHOWROOM - GRAND RAPIDS, MICHIGAN



MARKET, *continued from page 269*

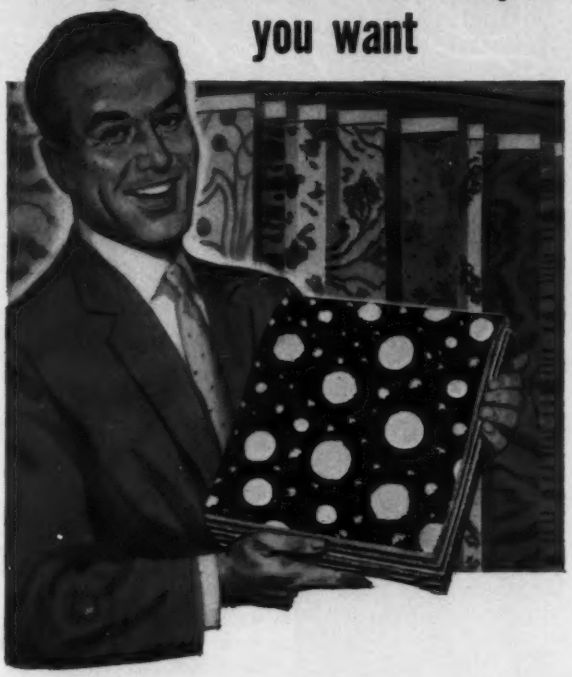
extra sturdiness. Leaf or butterfly designs come embedded in translucent plastic, are highlighted with black-lacquer mat finishes, and filigree designs come in *Moorish, Romanesque, Renaissance* and *Classical Modern* motifs in a choice of black or white finish. The designs are also available unfinished.

Fabric Finishes

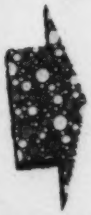
The development of fabric finishes for home and industrial use has opened up to the interior designer a whole new world of light and color. The Perma Dry Co., 3 West 17th Street, New York, foremost of the firms engaged in the textile processing of upholstery as well as drapery fabrics, announces three new finishes with very special properties. First among these is *Scotchgard* stain repeller which can for the first time be successfully applied to luxury velvet, silk, chintz and moiré without in any way affecting the fabrics' visual appearance, yet giving them optimum protection against oil-borne and water-borne stains as well as dry soil. *Flametrol 69* is a new durable flameproof process, which when applied is guaranteed to withstand dry cleaning for the life of the fabric. The finish also imparts maximum protection against stains and offers added dimensional stability and mildew resistance. *Setrol* makes cotton and rayon fab-

Continued on page 273

Here's why ROXBURY can give you the exact carpet you want



ROXBURY has many lines of carpeting suitable for all types of commercial installations. Dozens of special designs have attractive and unusual motifs keyed to many kinds of businesses . . . from golf clubs to banks. With these you can cut your cost for a distinctive floor covering. And Roxbury has the finest facilities for creating *individual* designs for your business alone.



ROXBURY looms *all* the carpet weaves; so you always get impartial advice that makes sure you have the best for your needs.

Today ROXBURY is making the largest number of commercial installations—from coast to coast—in its *century* of weaving quality carpet. This experience further assures you of the best carpeting available at the lowest cost.

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CARPET COMPANY

Three BIG Mills in Saxonville and Worcester, Mass. and Chattanooga, Tenn.

100th Anniversary ROXBURY 1859

Roxbury Carpet Co., Contract Division
295 Fifth Avenue, New York 16, N. Y.

☐ Send me folder on ROXBURY Carpeting for Commercial Installations.

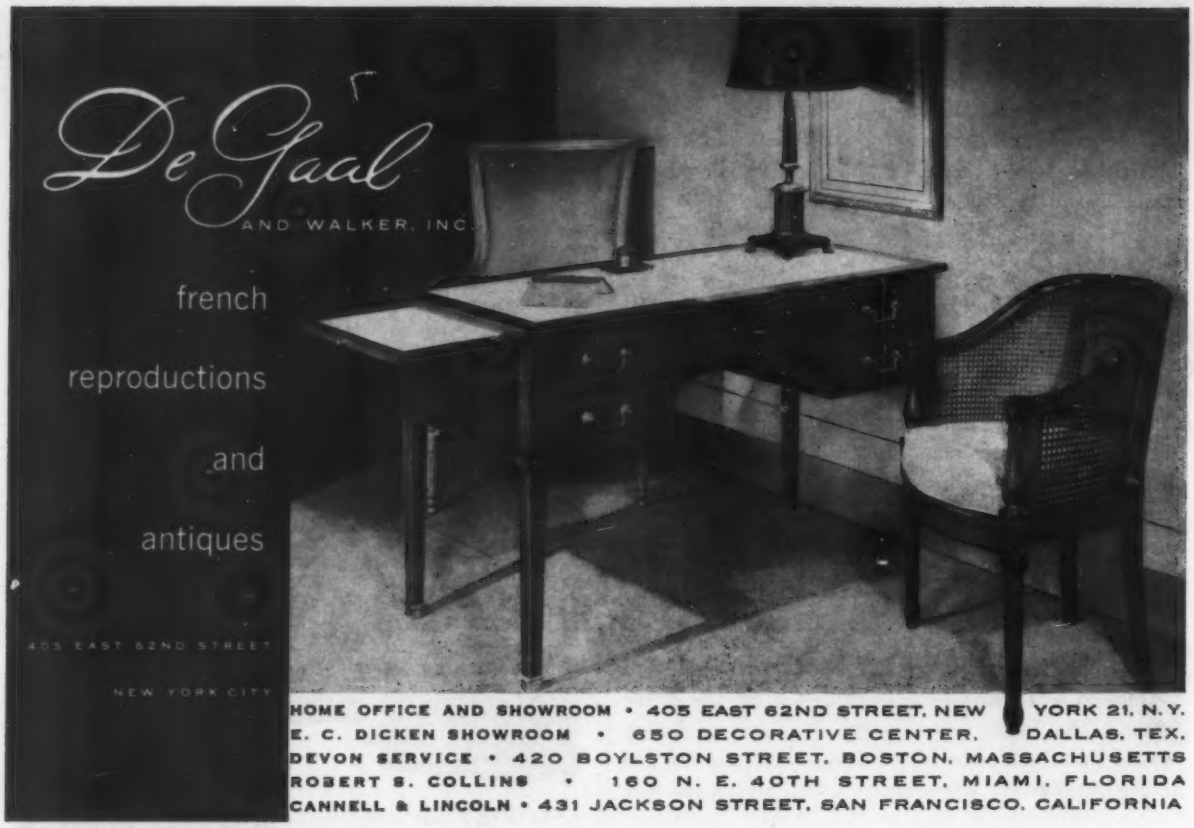
☐ Have your representative get in touch with me.

Name.....

Title.....

Firm Name.....

Address.....



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Fine bedding since 1828
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MARKET, *continued from page 271*

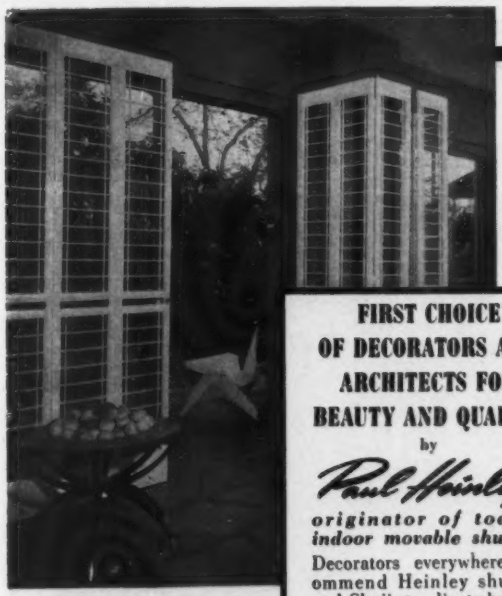
rics dimensionally stable to shrinkage or stretch, is also spot-stain resistant and is durable to both laundering and dry-cleaning. Literature and technical data on all three finishes are available by writing directly to the company.

Designs on Table Tops

The Pioneer Plastics Corp., of Sanford, Maine, has developed a brand new silk screen process for use on their collection of high-pressure, laminate table tops. The new series is created by James Seeman and introduces exciting patterns in bold sparkling color against a background of wood-grain, onyx and solid color tops. Designs include *Grecian Border* which silhouettes the classic *Greek Key* motif against a wood-grain background; and several flower motifs with *Tulip,* a stylized pattern with a spiral border, and *Fern* a simple border of conventionalized leaf shapes. *Trellis* features delicate flowering vines and a trellis background. These are but a few of the suggestions. Custom designs are available to order. Information on sizes is available by writing directly to the company.

Jofa in Philadelphia

Jofa, Inc., has announced the opening of a new office at 1717 Sanson Street, Philadelphia under the direction of Mrs. Jeanne Mackintosh. The office is designed to offer memorandum sample service on the Jofa line.



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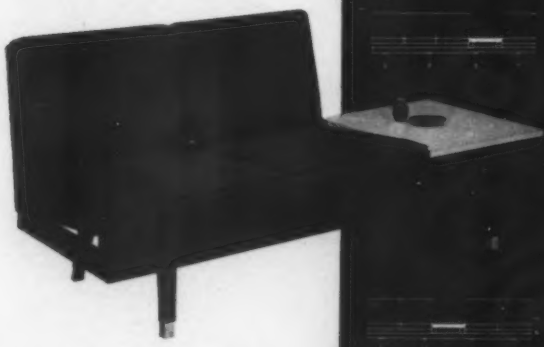

- **All exposed wood**—solid walnut.
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- **Table tops**—walnut or satin white, alcohol and burn proof bonded 4 sides.
- **Nylon guides.**
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Designed by Ken White Associates, The Thomas Blue Chips Series fills the need for furniture designed as much for human comfort and usefulness, as for visual appearance. Whether the installation calls for an occasional piece or a complete grouping, the wide selection of styles, types, sizes and pieces in the Blue Chips Series, solves your planning problem.

For lasting beauty, built to withstand the excessive wear of office or institutional use, you can always specify Blue Chips with confidence. Smart... practical... durable... THOMAS BLUE CHIPS FURNITURE.

Write for illustrated catalog featuring Color Chrome Coordinators and additional information.

Thomas
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High Point, N. C.

Wall Decoration

The Johnson Leather Company, 95 Madison Avenue, New York, offers the interior designer a selection of some 200 one-of-a-kind leather embossing plates, exquisitely engraved and suitable for use as unusual wall decoration.

The metal plates range in size from 6″ x 6″ to 26″ x 32″ and can be used effectively individually or as part of a wall grouping. In addition to the old plates—some of which date back to 1881—a number of embossed leather replicas are also on view in the company's showroom, as well as a comprehensive selection of leather and upholstery goods. These are shown in a wide variety of colors and textures in qualities to suit every budget.

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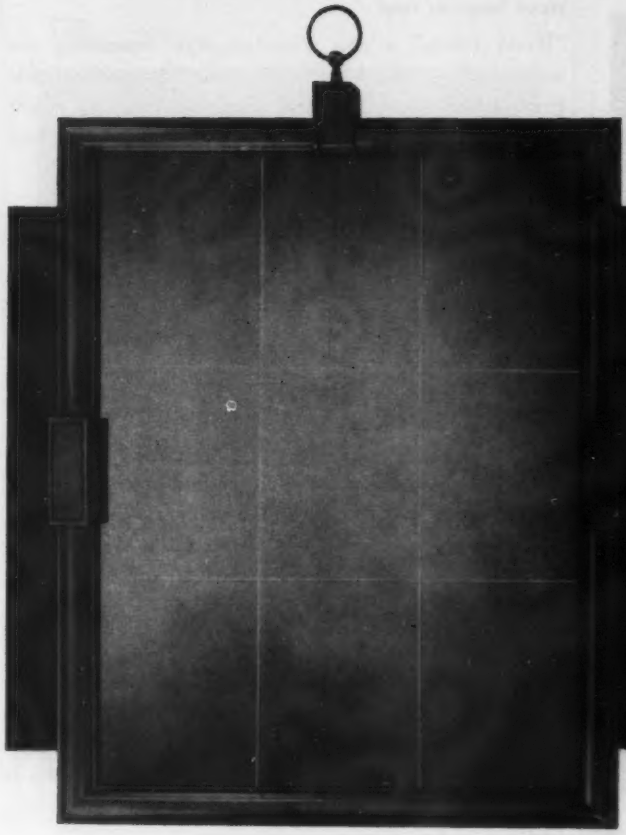

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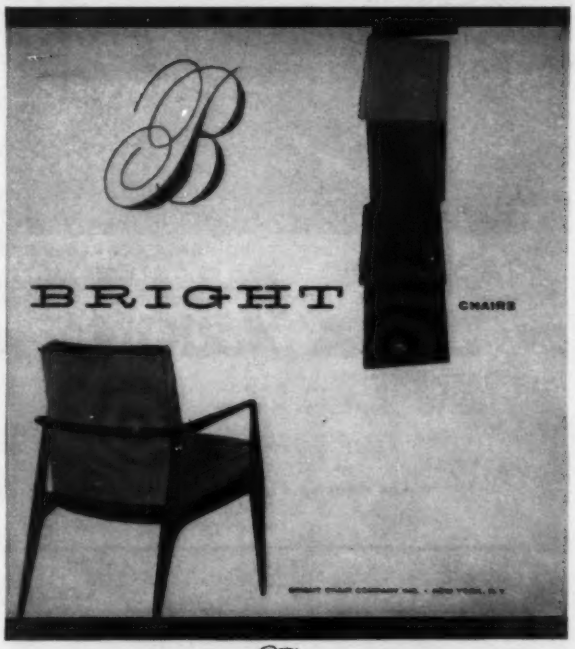

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Space 500
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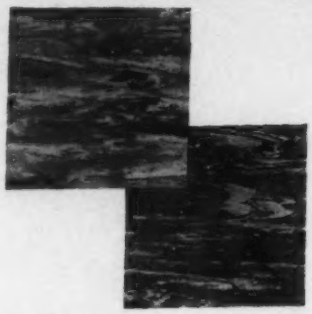
Wood Tones on Vinyl

"Wood Tones," a new Vina-Lux style simulating the warm, mellow look of wood flooring, is now available from Azrock Floor Products. The new Vina-Lux Wood Tones are available in two colors: English Oak and



French Walnut. The wood grain pattern extends through the thickness of the tile, and a truly random pattern effect is possible since no two pieces of tile are the same. The new style is available in standard 9" x 9" size, 1/16" thickness.

Child Craft Showroom

Child Craft Furniture, division of Smith Cabinet Mfg. Co., Salem, Ind., is opening their first New York showroom at 112 West 34th Street about October 1st. The showroom is being designed by Larry Peabody who is also designer of the firm's new modular Peabody Group of juvenile-through-teen-age furniture.

This Versatile Model Can Be Fitted To Your Individual Room Requirements— by **VEIT**

Designed by Richard Horowitz — No. 2241 Chair

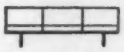
Showroom Facilities: Alexanders Inc., 1025 Brush St., Detroit 26, Mich.
Decorators' Showroom, 1331 Conn. Ave., NW, Wash., D. C.
Ruth P. Stephenson Interiors, 1033-A Mdse. Mart, Chicago, Ill.

Catalogue available to accredited dealers and decorators.

VEIT FURNITURE CORP. 133 Broadway, Hanover, Penna.

130 SERIES

130/SSSS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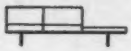
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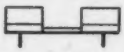
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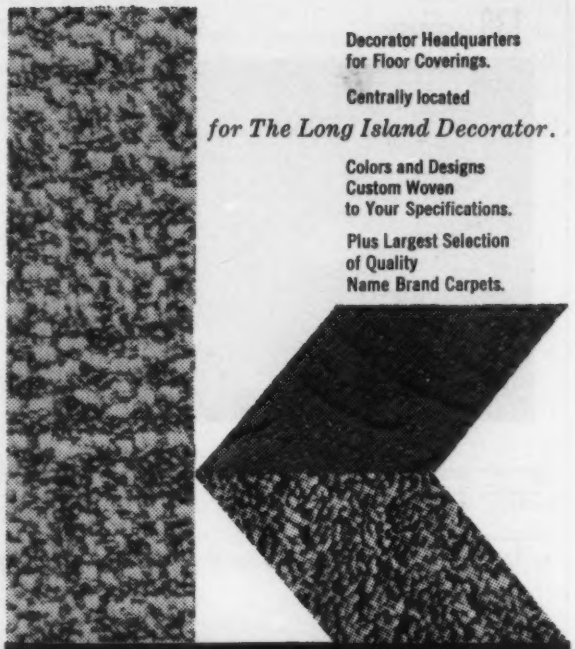

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Write for Bulletin DL-680

VOGEL-PETERSON COMPANY
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TRADE NOTES

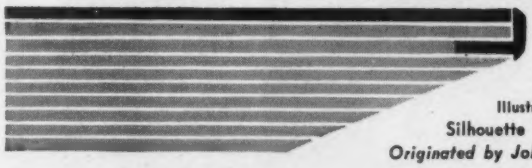
Lighting Showroom Expanded

Koch and Lowy have expanded their showroom facilities at 201 East 34th Street, New York, to include an additional floor. Featured in the new space are contemporary ceiling and wall fixtures, table and floor lamps, as well as occasional furniture. Over 600 designs are displayed, and a lounge area has been designed for designers to meet with their clients.

New Merchandise Mart in Florida

In a recent transaction, A. T. Euster Furniture Company purchased the U. S. Veterans Administration Building at 3300 N.E. 2nd Avenue, Miami. The six-story, 60,000 square foot building will house the A. T. Euster Merchandise Mart, largest organization of its kind in the South. The Euster Company, now located at 13th Street, N.W. 7th Avenue in Miami, does an extensive business throughout Florida, the Caribbean countries and South America, with more than 2,500 dealers and decorators. From the total footage in the Mart, 20,000 square feet will be available for quality manufacturers' offices and galleries. All decoration in the building is under the supervision of Renee Weinberg. Aaron T. Euster, president of the company and widely known in the trade, is assisted in the management of the business by his son Jay, who is vice president. The new building will be occupied in January, 1960.

JOHNSON
SUPER-BONDED
TABLE TOPS



Illustrating
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Originated by Johnson

Custom fabricated table tops, super-bonded by an exclusive Johnson lamination process for precision smoothness ... longer life ... complete sanitation. Available in wide variety of edges ... with Formica and other plastic materials ... custom pedestals. Perfect wherever mar-proof, protected surfaces are required.

See Sweet's File 14a/Jo, or send for catalog

*Patent Pending

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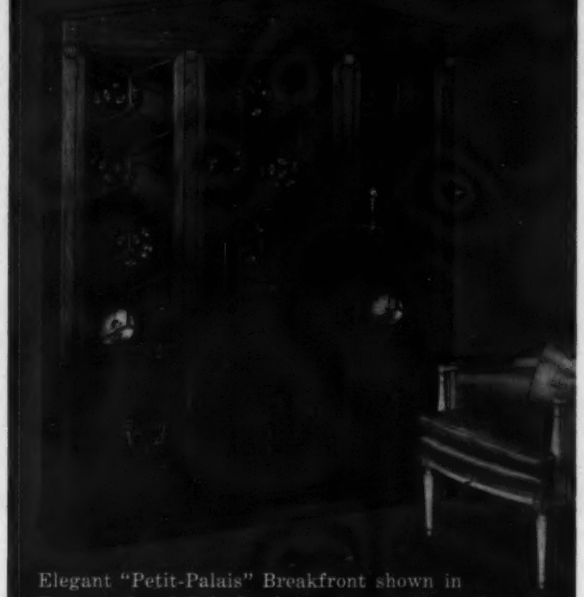
sold nationally through representatives in all major cities

Maslow Freen



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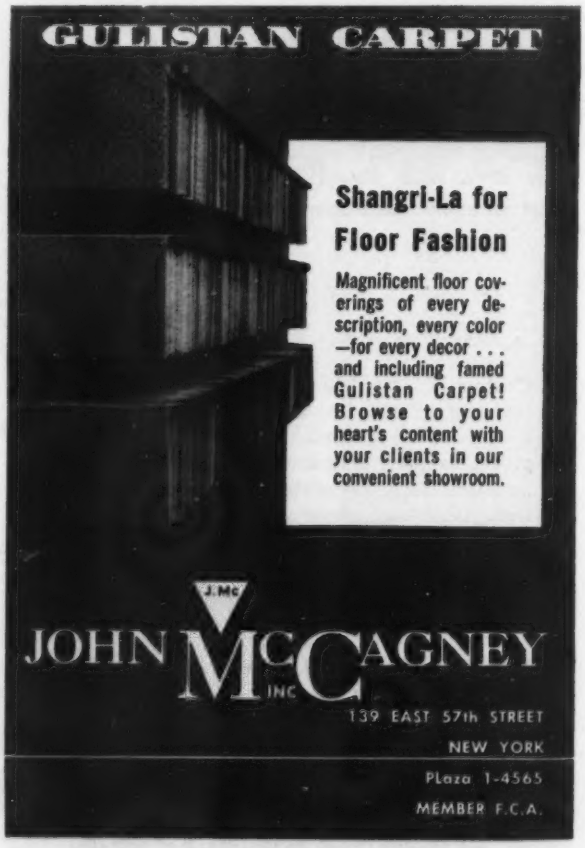
San Francisco: 472 Jackson St.

Hexter Competition

For the second year, S. M. Hexter is holding a competition for the outstanding interior of the year. An award consisting of a three-week, all expenses paid trip to Europe for two will be given the designer of the room judged most outstanding by a panel of impartial judges. Rooms will be judged for their originality, coordination and use of color, integration of furnishings and the adaptation of these factors to the room's use. The panel of judges includes Alison Bisgood, Editor of *Vogue* Magazine's "Fashions in Living", Charles T. Haight, A.I.D., Mary Hamman, Associate Editor of *Life*, Tom Lee, A.I.D., and Eleanor Pepper, A.I.D. There are no restrictions on products or sources used, and interiors submitted may be from a residential or commercial installation but the interior must be a major room. To be eligible, the room must have been completed between January 1st and December 31, 1959, and entries must be received no later than January 15, 1960. For further information and details on how to submit entries, write The Outstanding Interior of the Year Award, c/o S. M. Hexter Co., 2810 Superior Avenue, Cleveland 14, Ohio.

Pottery Exhibit

The "Greenwich House Potters" are presenting a special showing from November 3rd to November 17th at Greenwich House Pottery, 16 Jones Street, New York. Hours from Monday to Friday at 10 AM to 9 PM, Saturdays 10 AM to 6 PM.



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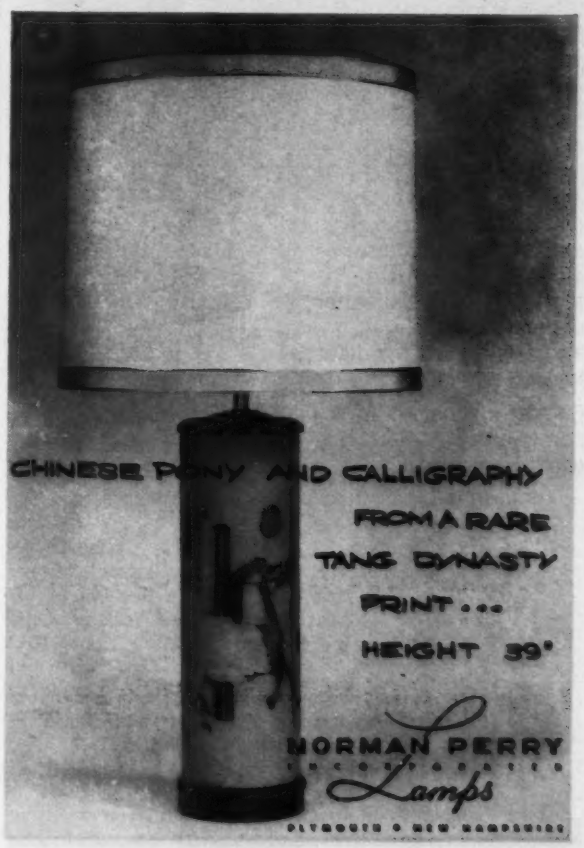

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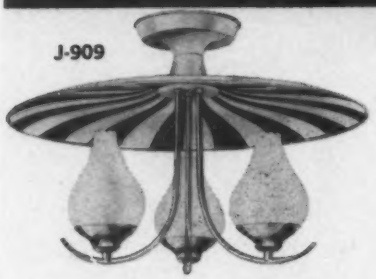

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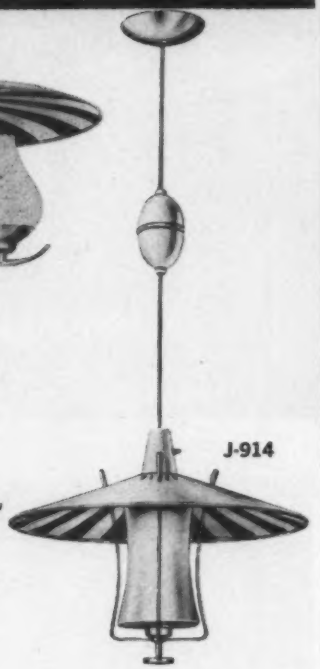

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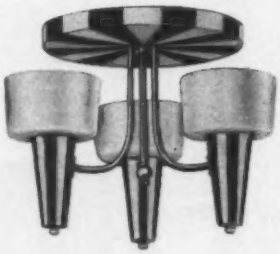

J-903

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Museum Exhibit

The Pioneer Museum in Boulder, Colorado is just about a year old, but in that short time an interesting schedule of changing exhibits has been arranged. One of the most recent was an exhibit called "Interiors—Now and Then" on which a major portion was designed by Interior Design students at the University of Colorado under the sponsorship and direction of the Rocky Mountain Chapter, A.I.D. Included were room settings and displays of homefurnishings, with many old pieces used from the Museum collections, depicting past and present interior design.

Opera on Wallpaper

A series of wallpaper murals depicting famous operas is being prepared by a new firm headed by Sydney Karofsky, Boston, Mass., wallpaper distributor. James Seeman Studios, Inc., has been commissioned to design and produce the "Opera Collection" and the initial designs will include *Madama Butterfly*, *Aida* and *La Boheme*. Release dates will be announced later.

Mothproof Felt

The American Felt Company has added the permanent protection of Mitin Durable Mothproofing to its "Hushalon" wool felt wall covering which is distributed by Central Felt and Fabric Corp. and Continental Felt Co., New York.

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Portrait of a Period

THE NEO-CLASSICAL ANTOINETTE

It is difficult perhaps to reconcile the person of Marie Antoinette with a concept of moderation, yet the furniture style current under Louis XVI was far less flamboyant than its predecessor. The ruins of Pompeii had lately been uncovered and classic motifs became the rage. Curves gave way to rectilinear shapes and carved decoration followed Rousseau back to Nature. Alas, when July 14th came, it was not enough merely to have straightened the *cabriole* leg. Tangible reminders of this aristocratic era (fine furniture knows no politics) may be seen at your convenience in The Salons of Brunovan. Visit with us soon.

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designs a new group of dramatically styled contemporary patterns in matching fabrics and wallpapers.

The OHANIAN designs, plus one each by JUSTEMA and MARC BERGE, are coordinated with the new MARC BERGE furniture collection and are featured as backgrounds in the room setting now on view at GROSFELD HOUSE.

JE

Lamp Design Contest

The Lamp and Shade Institute of America is sponsoring a student lamp design contest, according to an announcement by Murray Langbaum, president. The competition is open to students of industrial and interior design in schools and colleges throughout the country and will offer awards totaling $1,000: first prize of $500, second prize $250, third prize $125, and five honorable mentions at $25 each. The contest closes January 15, 1960 and a jury will meet in February to select the winning designs. Competitors are required to submit two drawings, one a working drawing showing all construction details, the other a perspective rendering illustrating the finished appearance of the lamp. For further details, write The Lamp and Shade Institute of America, 15 East 26th Street, New York.

New Floor at Rapids Furniture

A. B. Fox, president and founder of Rapids Furniture Co., 90 Canal Street, Boston, has announced the opening of a new showroom floor designed by Norman Fox MacGregor as background for the Valley collection of furniture, also designed by Mr. MacGregor. Known as the Valley "World of Modern", the floor features an elevated fireplace with pecky cypress mantel, white marbleized rubber tile flooring outlined with brass inlay, and dramatic wall treatments including a floor-to-ceiling Oriental tree of life in antique gold and sepia.

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MINNEAPOLIS
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Percy Cohen Furniture Showrooms, Inc.
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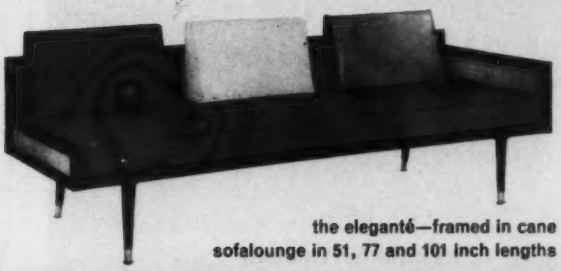

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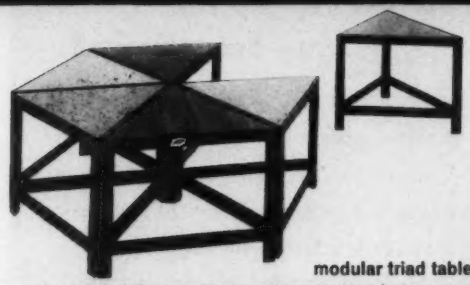

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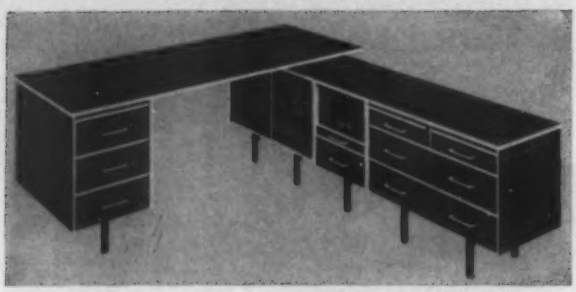

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Mastic Tile Competition Winners

Winning designers in an architectural competition sponsored by the Mastic Tile Corporation of America have been announced. The competition involved complete design and planning of middle-income private housing for a specific, clearly-defined 160-acre site, selected to represent a norm for such projects. Judging was based on creative approach, economic development and aesthetic contribution, as announced by Seymour Milstein, president of Mastic Tile Corporation. The work of several hundred architects and students was considered by the judges, with site planning particularly emphasized by the jury. The grand prize of $10,000 went to Howard R. Meyer, F.A.I.A., James Reece Pratt, A.I.A., and John Harold Box, A.I.A., of Dallas, Texas. First prize in student awards went to George Ohanian and Fernando Gonzalo of Pratt Institute.

Waverly Fabrics Film

The husband-and-wife radio team of Melanie Kahane, A.I.D., and Ben Grauer will star in "The Fabric Story," a 13½ minute color film being produced by Hartley Productions, Inc., for the Waverly Fabrics Division of F. Schumacher & Company. The film is designed to help the consumer choose fabrics more wisely and will be released about December 1st for distribution to television stations across the country. It will also be available for sales training, school and club showings.

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Veined Parchment

Chun Yin in a suite at the Desert Inn

In Memoriam

Harry S. Pack, associated for many years with The Albano Company, died at his home in Forest Hills, New York, on August 30th. Mr. Pack was active in the trade since 1905 and was associated with various quality manufacturers.

Polyurethane Foam on Film

An educational 13½ minute film featuring the benefits of *Polyurethane* foam, a trade name for a new chemically blended process resulting in improved foam cushioning, is available without charge from the Public Relations Dept., Allied Chemical's National Aniline Division, 40 Rector Street, New York. The film coincides with a recent announcement by the company of a new molding process for cushion manufacture resulting in significantly lower costs to both the manufacturer and the consumer, and shows tests demonstrating the fire-resistance, tensile and tear strength, general comfort characteristics and dry cleanability of Polyurethane foam cushions.

Change of Name

Hagen & Strandgaard Inc., Scandinavian furniture importers, has changed its name to Hagen International. The change does not imply any alteration in management or policy. The firm's address is 501 Davis Street, San Francisco. A New York branch was opened in 1958.

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Mahogany Competition

A new Mahogany Awards Competition for furniture manufacturers who make furniture classified as "Genuine Mahogany" or "Genuine Solid Mahogany", has been announced by Teel Williams, Executive Director of the Mahogany Association. The competition will be based on actual showing to dealers at the October mid-season markets in High Point, Grand Rapids or Chicago and will be judged by dealers and editors who regularly cover these markets. Vignette displays of the winning furniture will be set up by James Erdman, A.I.D., at the Prudential Building, Chicago, where an Awards Banquet will be held January 4, 1960. An award will be made in seven different classes. Further information and entry forms are available by writing The Mahogany Awards Committee, c/o Mahogany Association, 666 Lake Shore Drive, Chicago 11, Illinois.

News from Widdicomb

Widdicomb Furniture, Inc., Eastern sales subsidiary of Widdicomb-Mueller Corporation has announced the renewal of a five-year lease on 10,000 square feet of showroom space occupying the 7th floor of the Decorative Arts Center, 305 East 63rd Street, New York. Plans are underway for extensive redecoration of the showrooms. Part of the 7th floor space has been rented to Dux, Inc., importers of Scandinavian furniture.

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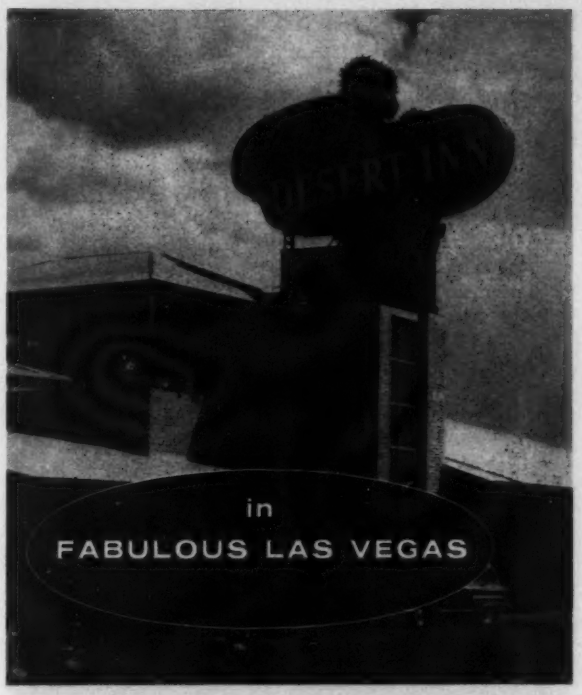

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Manufacturers' Representatives

Winfield Design Associates, manufacturer of Winfield Foils and Architectural Collection wallpapers, has appointed Denst & Soderlund, Inc., as its eastern states distributor. The Winfield papers will be handled in New York for Denst & Soderlund by Katzenbach & Warren; other new showrooms carrying the lines are at 420 Boylston Street, Boston, and 2209 "C" Street, N.W., Washington, D. C.

* * *

J. Alden Studios, 1112 Second Avenue, New York, has appointed The Decorator's Mart, 2137 Crescent Street, Montreal, Canada, as representative for the province of Quebec.

* * *

Azrock Floor Products has appointed the following new wholesale distributors: Moore Distributing Co., 1335 North 17th Street, Lincoln, Nebraska; and Nash Robinson and Company, 1600 Franklin Street, Waco, Texas.

* * *

The handloom drapery and upholstery fabrics of Maria Kipp are now being shown at A. H. Jacobs Co., 515 Madison Avenue, New York.

* * *

Knapp & Tubbs, Inc., is now representing the Richard Wheelwright collection of French and Italian Provincial furniture in their Los Angeles and San Francisco showrooms.

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Manufacturers' Representatives

House of Italian Handicrafts, 225 Fifth Avenue, New York, has announced the appointment of Damron Kaufman, 440 Jackson Square, San Francisco, as their representative in that area.

* * *

Phillips-Crawford Carpet Company, Cleveland, Ohio, has been appointed to cover the Pittsburgh area for the custom carpets by Dellinger, Inc., according to an announcement from Walter E. Dellinger, president.

* * *

Kneedler-Fauchere, 451 Jackson Square, San Francisco, has been appointed exclusive sales representatives in the West for Kittinger Company, Inc. They will maintain comprehensive exhibits of Kittinger and Williamsburg furniture reproductions.

* * *

Yale R. Burge has announced that his "Traditional Collection" of antique reproductions can be seen in the following showrooms: Frederick Bruns in Los Angeles and San Francisco; Robert S. Collins in Miami; E. C. Dicken at the Decorative Center in Dallas.

Christmas Bazaar

The seventh annual Christmas Bazaar, staged yearly by the New York Chapter of the National Home Fashions League, will be held on November 20th in the Grand Ballroom of the Hotel Roosevelt, from 4 until 7 PM.

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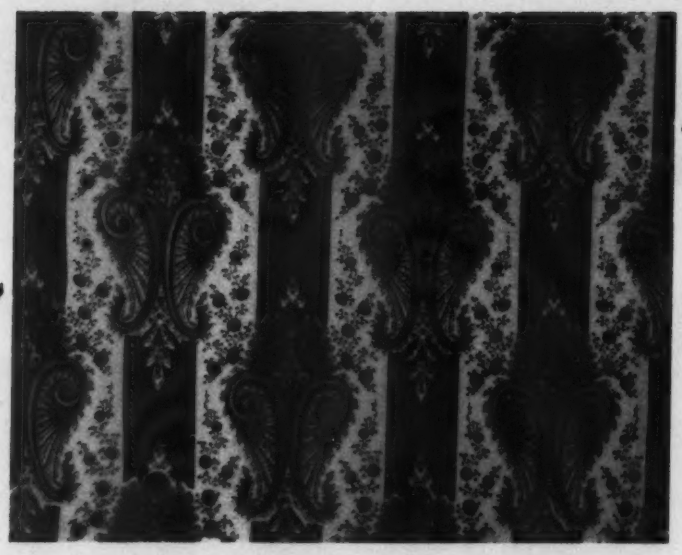

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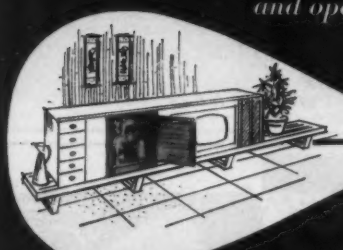

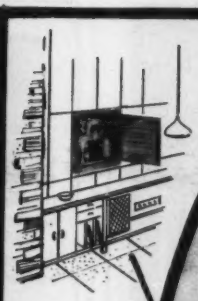

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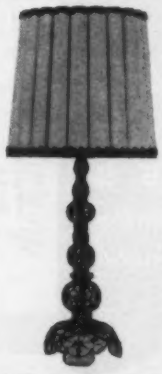

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Manufacturers' Literature

Azrock Floor Products has issued a "Specifications Guide for Architects" for the Azrock line of resilient floor tile. The 22-page guide has been edited for easy use in preparing specifications on Azrock Floor Productions. A new Vina-Lux folder showing the complete range of Vina-Lux styles and patterns has also been published under the title "You'll Love Living on Vina-Lux Floors". Both brochures are available from Azrock Floor Products, P.O. Box 531, San Antonio 6, Texas.

* * *

Brochures on the new "Greenbrook IV", "East Wind" and "Sheer Beauty" collections, all illustrated, are available on request from Greeff Fabrics, Inc., 4 East 53rd Street, New York 22, attention A. M. Leach.

* * *

Pioneer Plastics Corp., Sanford, Maine, has released a new folder called "It's Pionite and the Livin' is Easy" describing the properties and a few precautionary "don'ts" about the firm's plastic laminates. Requests for copies should be directed to the firm's Advertising Dept.

* * *

The Space-Planner Co., P.O. Box 1191, Tucson, Arizona, has issued an illustrated brochure describing the firm's attractive fireplace, a free-standing unit which can be placed anywhere in the room—close to a wall or as a room divider.

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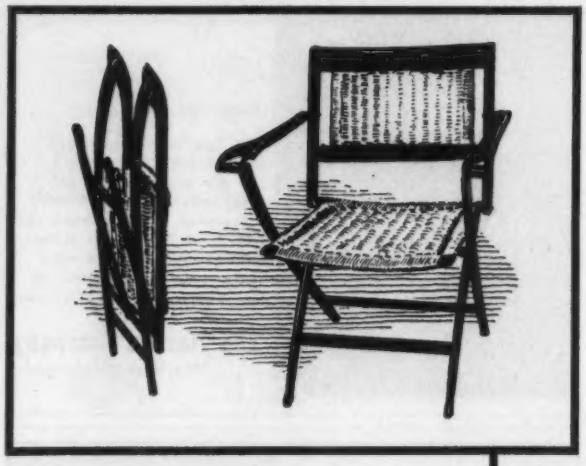

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Manufacturers' Literature

"Color Harmony Guide" is a new Romany-Spartin four-page color palette showing 160 color hues and textures of ceramic glazed and natural clay tile. It is available on request from U. S. Ceramic Tile Co., Department 14, 217 4th Street, N.E., Canton 2, Ohio.

* * *

A new color-illustrated, 12-page booklet by Masonite Corporation has been published describing its Panelok wall system. For a free copy, write Home Service Bureau, Suite 2037, 111 W. Washington St., Chicago 2, Ill., requesting booklet No. 5719.

* * *

The brand new Harvin catalog of brass and decorative accessories including Williamsburg fireplace accessories has just been published. For a copy, write on your letterhead to The Harvin Co., Box 500, Waynesboro, Va.

Changes of Address

P. Nathan, Inc., furniture manufacturer, has moved its showroom from 425 East 53rd Street to its factory and workrooms at 330 East 103rd Street, New York.

* * *

Furniture Sales Design, West Coast manufacturer of contemporary office furniture, has moved its sales office from downtown Los Angeles to 152 No. Clark Drive, in the heart of Robertson Center.

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Market in Grand Rapids

Dates for the semi-annual 1960 Furniture Market of Grand Rapids have been announced according to F. W. Dunn, managing director of the Grand Rapids Furniture Market Association: the Winter Market from January 4 through the 13th; the Summer Market from June 16 through the 24th.

New Furniture Firm

Fred Seeman has announced the formation of a new company known as Helikon Furniture Company, manufacturers of contemporary furniture for the office and home. A trade showroom is scheduled to be opened by the company around the middle of October at 543 Madison Avenue, New York.

Personalities

Wendell Hulett, who has been in California for the past year, has returned East to join the sales staff of Grosfeld House, Inc., 215 East 58th Street, New York. Mr. Hulett was formerly with Directional for seven years.

* * *

Walter Puschel, President of F. Schumacher & Company, has announced the appointment of Fred Elisius as Manager of Schumacher's Chicago office, succeeding Robert Flude, who is retiring. Russell Rittenour is replacing Mr. Elisius as representative of Waverly Decorative Fabrics in the Chicago area.

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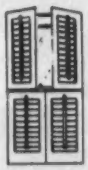

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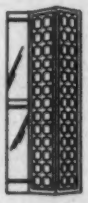

Send for illustrated price list.

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Personalities

Margaret M. Walsh has been added to the staff of the Decorator-Design Department of the Amtico Flooring Division of American Biltrite Rubber Co., according to an announcement by Mrs. Natalie S. Marcus, Director of the department.

* * *

Harold Sprunger, the 33-year old executive vice president and director of Dunbar Furniture Corp., Berne, Indiana, has been elected 1959-60 president of the National Association of Furniture Manufacturers Association. Sprunger is the son of Grover W. Sprunger, president of Dunbar, and is the youngest man ever chosen to head the NAFM.

* * *

Robert Heater, after several years with The Manor House, New York, has joined the San Francisco sales staff of Knapp & Tubbs, Inc.

* * *

John Scalia, Schmieg and Kotzian have announced that Mario Piazza has joined the firm and will represent their Eastern states territory. Mr. Piazza was formerly sales manager of Meldan Furniture and Domain Furniture of New York.

* * *

Domenico Gnoli, designer of C. W. Stockwell's "Ballooning with Domenico" wallpaper pattern, was the subject of a story in the July issue of *Horizon* magazine.

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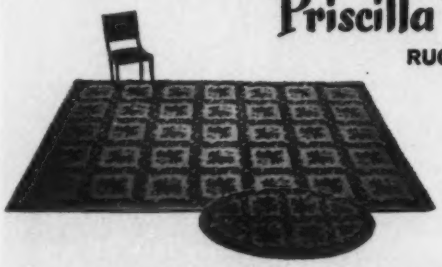
RUG GUILD



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A.I.D. NEWS

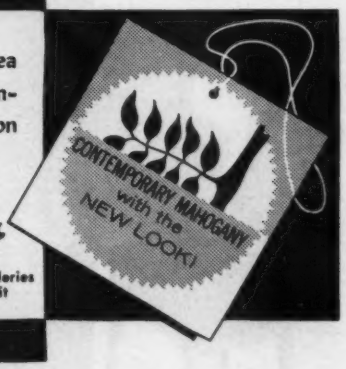
Art to Live With

The New York Chapter will hold its first annual art show and sale "Art to Live With" in the Pavilion of The Skyscraper of Glass, Owens-Corning Fiberglas Fabric Center, 717 Fifth Avenue, New York. The show and sale of a comprehensive selection of paintings and sculpture opens to the public on Thursday, November 5th and runs through Wednesday, November 11th: 9AM to 5:30 PM daily; 11 AM to 5 PM Saturday; closed on Sunday. Admission is free. A gala black tie "Champagne Preview" will be held on Wednesday evening, November 4th at 9 PM for the New York Chapter of the American Institute of Decorators Scholarship Fund. Admission is $12.50 per person, and tickets will be available at the door. Olga Thenen, A.I.D., Chairman of the Art Show Committee, states that "Art to Live With" will present an exciting cross section of American and European art. Participating galleries include World House, Hammer, The Contemporaries, Klaus Perls, A.C.A., Nordness, Bertha Schaefer, Niveau, Saidenberg, Castelli, Schoneman, Knoedler and Midtown. One of the highlights will be a "Young Collectors' Corner" of moderately priced paintings, sculpture, lithographs, drawings, watercolors and art books.

Continued on page 305

"... I had no idea there were so many wonderful colors possible on Mahogany."

Stephen Gidley
Manager Furniture Galleries
J. L. Hudson Co., Detroit



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A.I.D. NEWS, *continued from page 303*

A.I.D. Days in Kansas City

J. H. Leroy Chambers, National President of the American Institute of Decorators, is shown here receiving the key to Kansas City. Mrs. H. Roe Bartle, wife of Mayor H. Roe Bartle of Kansas City, Missouri is presenting the

key during a ceremony in which the Mayor proclaimed September 24-25-26, 1959 as "A.I.D. Days in Kansas City" during the A.I.D. Regional Meeting held there.

A.I.D. Cookbook

Material has been gathered under the direction of Fred B. Shrallow, of the New York Chapter, for the publication

Continued on page 307

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Vice President
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CONTEMPORARY MAHOGANY with the NEW LOOK!

A.I.D. NEWS, *continued from page 305*

in 1960 of an A.I.D. cookbook to be called "Good Taste." Original recipes or variations on standard recipes have been submitted by Chapter members and range from breakfast through late supper dishes. In addition, photographs of room interiors or table settings—many of them related to the recipes—will be included with the recipes.

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Continued on page 308

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A.I.D. NEWS, *continued from page 307*

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Continued on page 310

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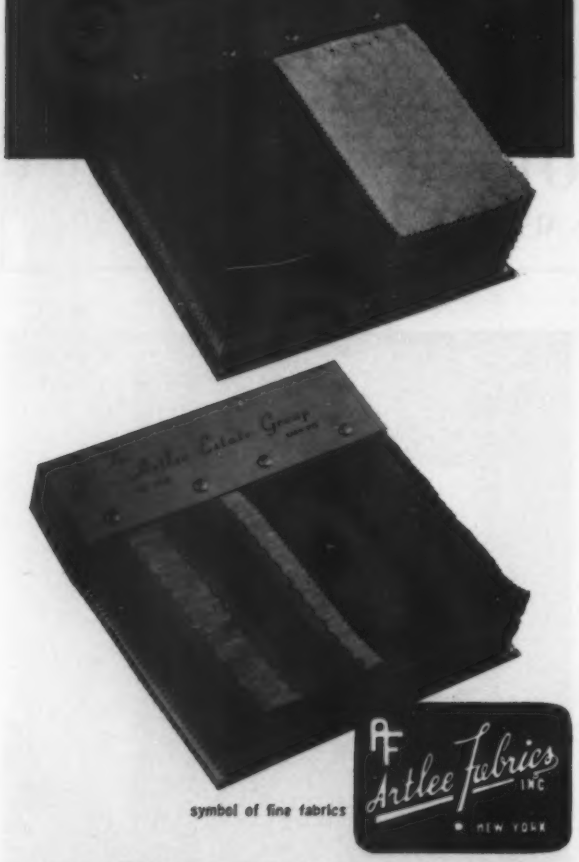

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A.I.D. NEWS, *continued from page 308*

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Christmas Tour of Houses

A round baker's dozen New York homes will don their Christmas trimmings early this year and open their doors to the public on the afternoons of December 12th and 13th in benefit of the New York Chapter of the American Institute of Decorators Foundation Scholarship Fund. All the homes, which include recent work of such designers as William Pahlmann, Ellen Lehman McCluskey, Cornelia Van Siclen, Joseph Freitag, Jr., have been de-

Continued on page 313

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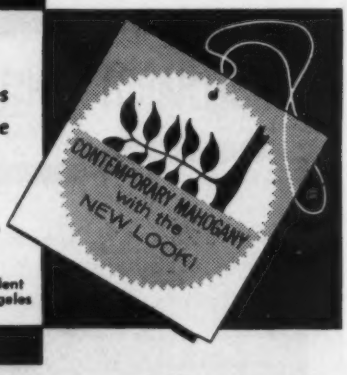

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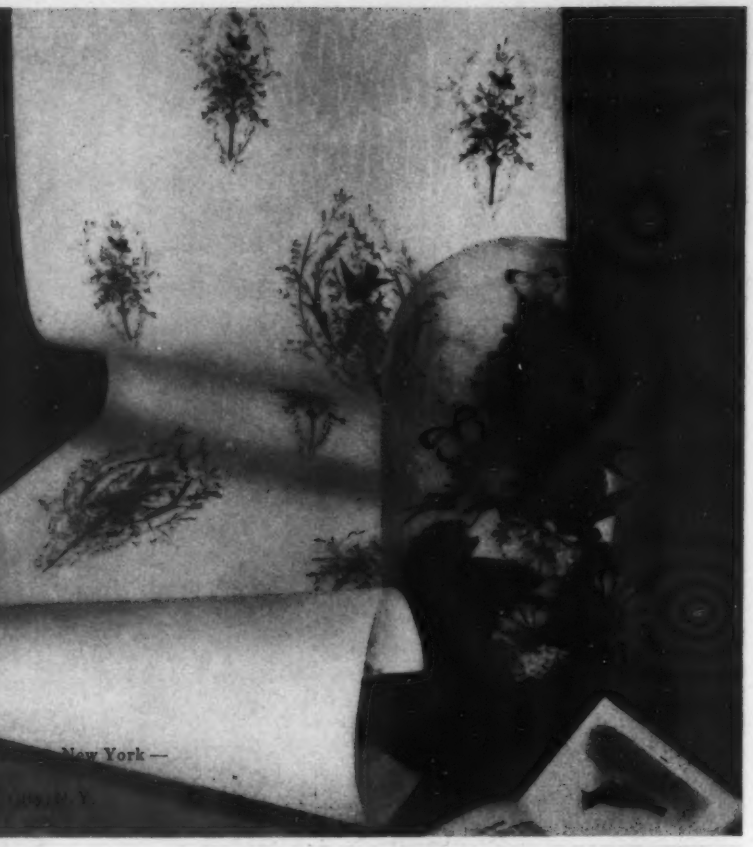

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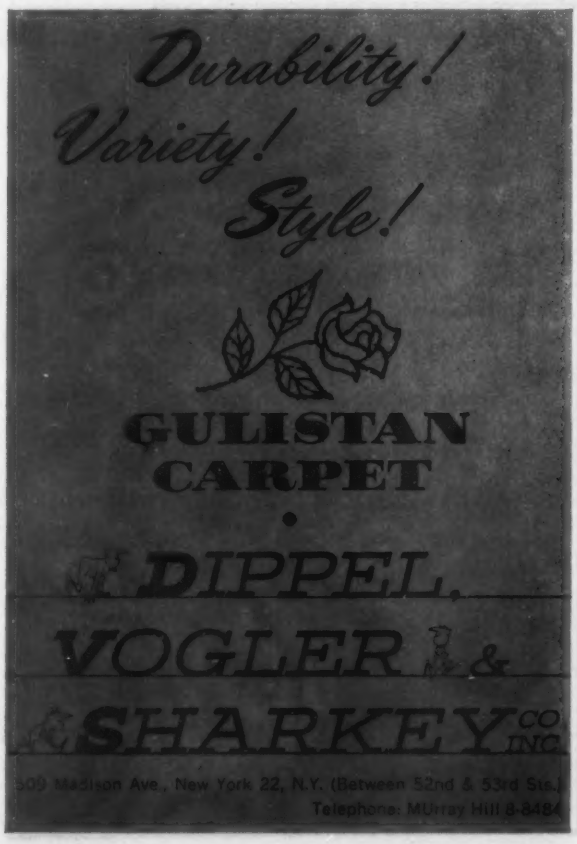
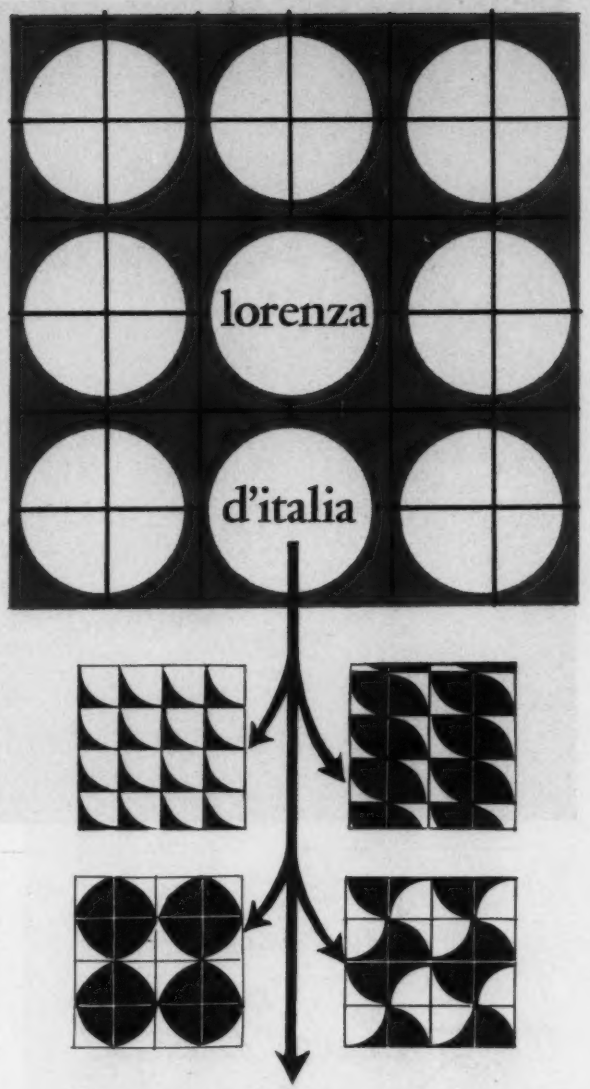
A.I.D. NEWS, *continued from page 310*

signed by members of the A.I.D. and most have never been shown before. They will feature apartments in the very new river-view buildings like Cannon's Point; penthouses with terraces in Christmas dress; duplexes as well as town houses. Decoration ranges from 17th century to contemporary styling, and Christmas festive decor promises to be equally exciting in its variations. Tickets can be purchased for one day only for $10.00, or for both days (for those who want to take things more leisuely) for $15.00 each. Student tickets are $5.00. All tickets are available through American Institute of Decorators, New York Chapter Office.

Chapter Activities

The Eastern Pennsylvania Chapter opened its 1959-1960 program with a meeting on September 24th at which Guy Roop, Jr., of the New York Chapter was guest speaker on the subject "What is A.I.D.?". On October 1st a cocktail party by Scalamandrè Silks, Inc., was sponsored by the Chapter at the new Scalamandrè showroom in Philadelphia. Other events for the rest of the year: *October 29:* "A Day in the Pennsylvania Dutch Country" with members' wives, husbands and associates invited to join in a visit to Wheatland, President Buchanan's home, "Cloisters" and "Landis Valley Farm Museum". *November 19:* Arnold Friedman of Pratt Institute will be guest speaker on the subject "The Psychology of Interior Design".





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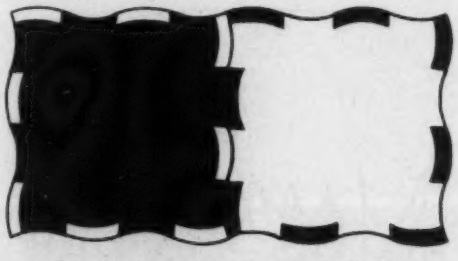

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NEW BROCHURE ON REQUEST

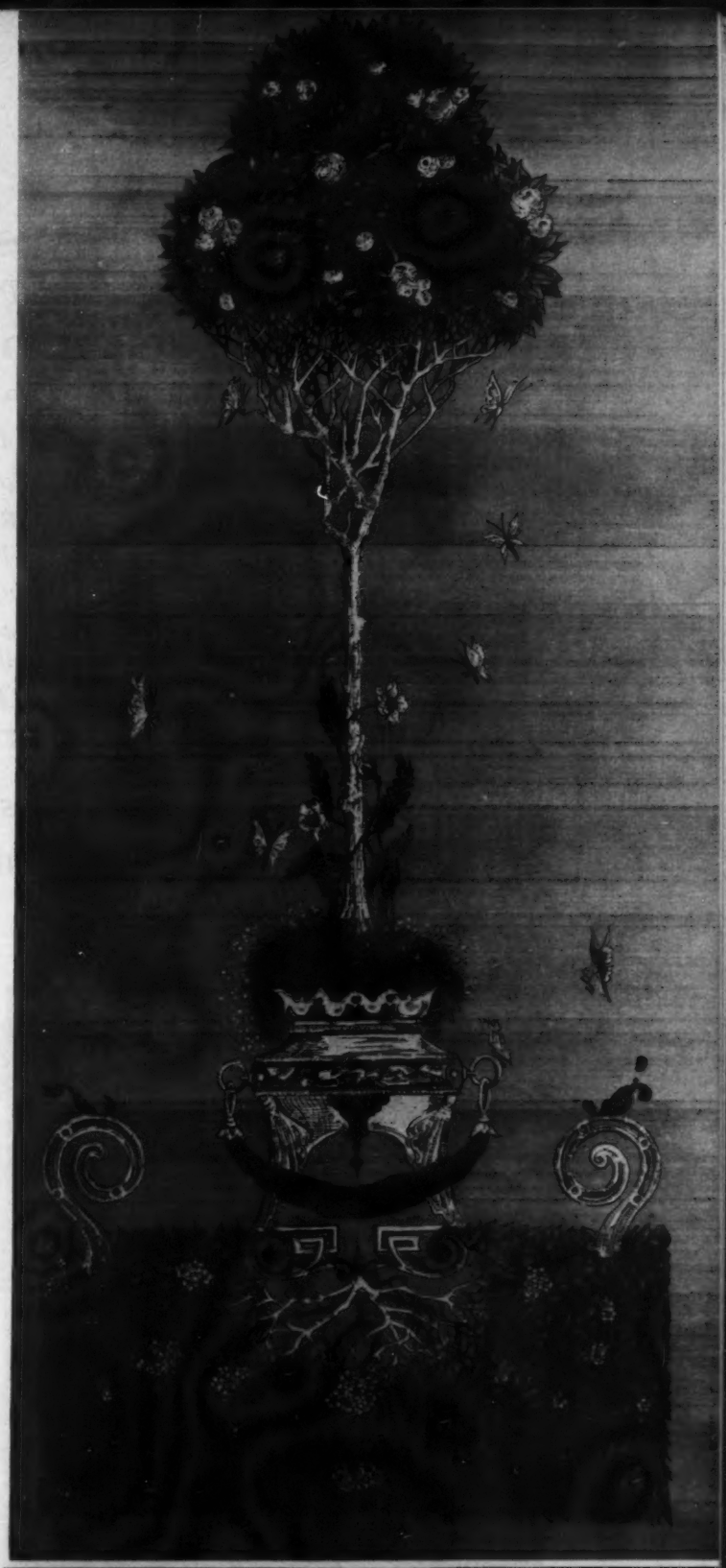
Caprolan Goes to Sea

The interior shown here is the Commodore's Club aboard the 520-foot S. S. Aquarama, a Great Lakes luxury ship supplying passenger and automobile transportation between Detroit and Cleveland. The carpeting is Croft Carpet Mills' "Resort" made of Allied Chemical's Textured Caprolan nylon filament yarn. The special properties of Caprolan were the decisive factors which led the interior designers, W. B. Ford Design Associates, to

choose this particular carpeting. The resilience of the nylon eliminated the problem of "packing" of the carpet since it had to stand up under the heels of more than 200 people a day; its excellent abrasion resistance promised the needed wearability; and its dyeability meant the color would hold fast; it is also resistant to rot and mildew; and especially important in order to get Coast Guard approval is the fact that Textured Caprolan is non-inflammable and will not support combustion. For a list of sources where Caprolan carpets and fabrics can be obtained, write Fiber Sales & Service, Allied Chemical, National Aniline Division, 261 Madison Avenue, N. Y.

U. S. Rubber Exhibit

A living room-loggia setting is now on display in the New York exhibit hall of the U. S. Rubber Co., 60 West 49th Street, Rockefeller Center. Frederick W. Davis, A.I.D., was interior designer; Jack Coble, A.I.A., the architect. Color scheme is brown, gold, flame and black; furniture is by Dunbar; and U. S. Rubber products include Naugahyde on the walls and upholstered pieces, sponge rubber underlay, and Tropicel panels in the loggia.



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N.S.I.D. NEWS

The National Society of Interior Designers announces the formation of three new Chapters, Virginia, Michigan and Ohio-Kentucky whose membership is open to professional designers. President of the Virginia Chapter is Harold E. Glave, of Richmond; vice pres., Benjamin J. Nathan, of Norfolk; chairman, board of directors, Marshall M. Deeds, of Richmond; secretary, Louise Compton Fant, of Richmond; and treasurer, Margaret M. Miller, of Charlottesville. Virginia Chapter offices are located at Thalheimer's Industrial Sales Corp., 6th at Broad, Richmond.

President of the Michigan Chapter is Harry Zucker, of Detroit; vice pres., A. Van Vlaenderen, of Saginaw; chairman, board of directors, John A. Lowery, of Detroit; secretary, Jacqueline H. Young, of Detroit; and treasurer, Herbert J. Weiss, of Detroit. Michigan Chapter offices are located at R. Young Associates, 3026 E. Grand Blvd., Detroit.

President of the Ohio-Kentucky Chapter is Sarah Smith, of Cincinnati; vice pres., Joseph C. Martin, Jr., of Danville; chairman, board of directors, Russell Lutes, of Lexington; and secretary-treasurer, Henry Backus, of Cincinnati. Ohio-Kentucky offices are located at Smith Furniture, 301 Race Street, Cincinnati.

Arte Driben president of the Connecticut Chapter, has announced the plans for a trip to Europe next May 5th.

Continued on page 321

BORGHESE

WALL DECORATIONS

FIGURINES

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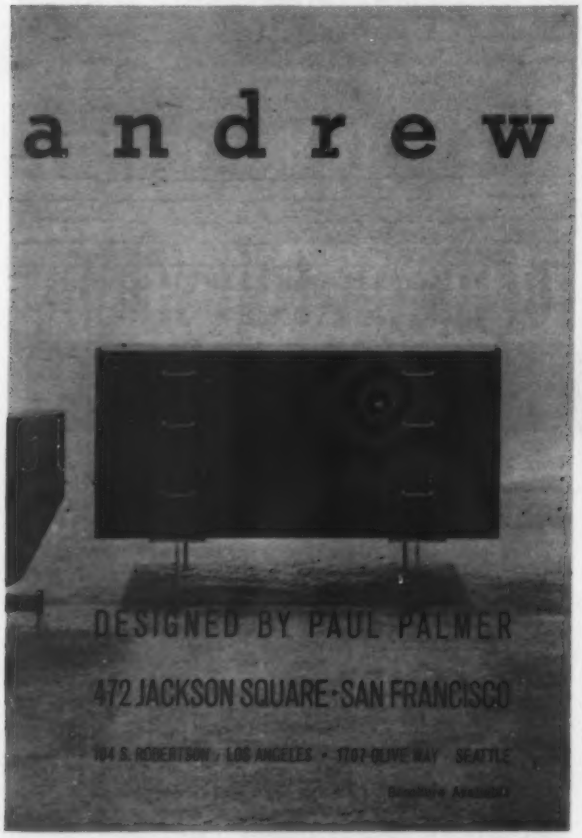

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N.S.I.D. News, *continued from page 319*

The itinerary represents a 23-day trip, touring France, Switzerland and Italy. Included in the trip are all breakfasts and another meal each day, except in Paris where breakfast only will be served. The trip will conclude with a cruise to Capri, with three days on the Isle to do as you please. The entire trip will cost the modest sum of $590 complete, including tips, etc., for N.S.I.D. members and their guests. For further information, please inquire of Mr. Arte Driben, Pres., Connecticut Chapter N.S.I.D., 50 Plum Tree Lane, Trumbull, Conn., or phone: Bridgeport, ED: 9-8315.

Calendar: *Oct. 9-11:* (N. Y. Chapter) 13th Annual Meeting, National Trust for Historic Preservation, Mayflower Hotel, Washington, D. C. Official N.S.I.D. delegation will attend; other members are invited. *Oct. 14:* (N. Y. Chapter) Discussion, "Nonresidential Interior Design". (Mid-West Chapter) "Experts Give the Answer," Design Breakfast, Merchants and Manufacturers Club, Merchandise Mart, Chicago. *Oct. 15-18:* (Mid-West Chapter) Trip to Winterthur and Washington, D. C. *Oct. 22:* (N. Y. Chapter) Tour of offices in Mid-Manhattan designed by members; to benefit Student Scholarship Fund. (Mid-West Chapter) "Preview of Space Age Living". Adler Planetarium, Chicago. *Oct. 28:* Tour of Chicago homes for benefit of Emma Willard School. *Nov. 10:* (N. Y. Chapter) Discussion, "Wallpaper", at Park Lane Hotel. Wallpaper Council, Inc. will present exhibition, demonstration and forum on advantages, proper use and manufacture of wallpaper. *Nov. 16:* Student Member Forum; National Headquarters. *Nov. 19:* Tour of Lehigh Valley Club, Allentown, Pa. Invitation to view interiors by Valerian Rybar. Members only; no guests. *Dec. 7:* (Mid-West Chapter) Preview: Exhibition of Vignettes designed by members, at Chicago Historical Society. (N. Y. Chapter) Theatre Party, "Five Finger Exercise", at Music Box Theatre. Benefit of Student Scholarship Fund. (Date to be announced) Preview of New El Morocco, designed by Valerian Rybar. Members only; no guests.

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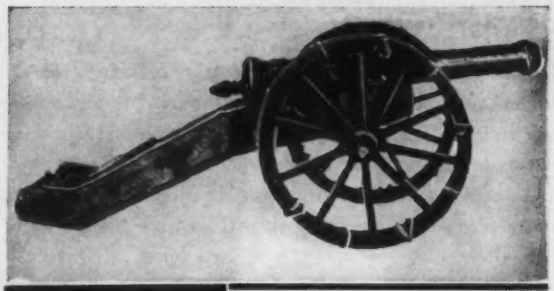

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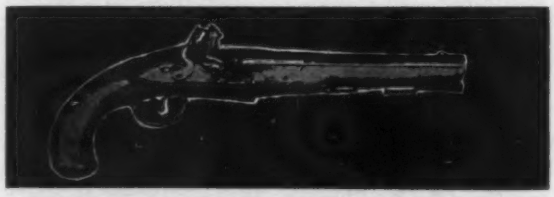

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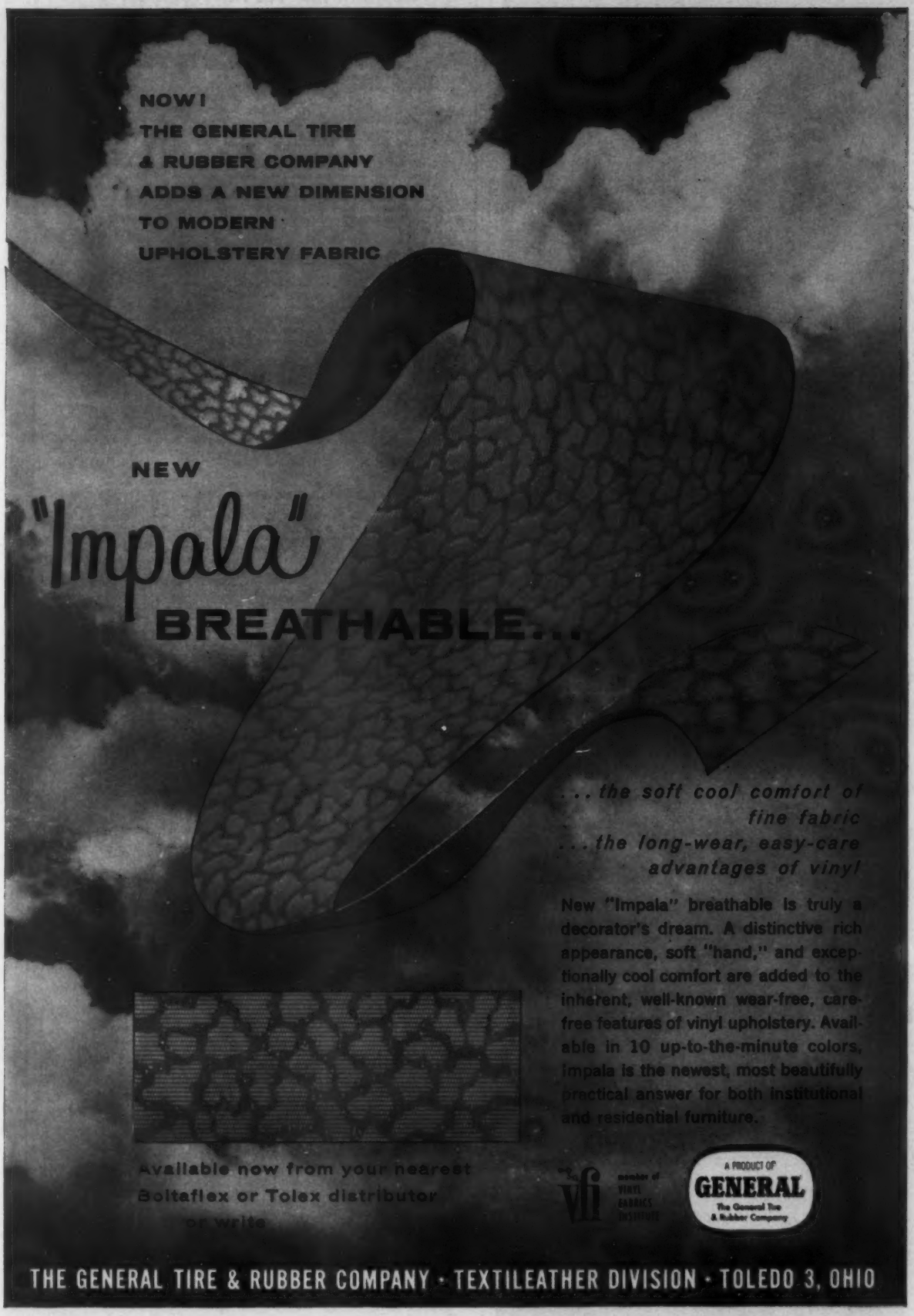
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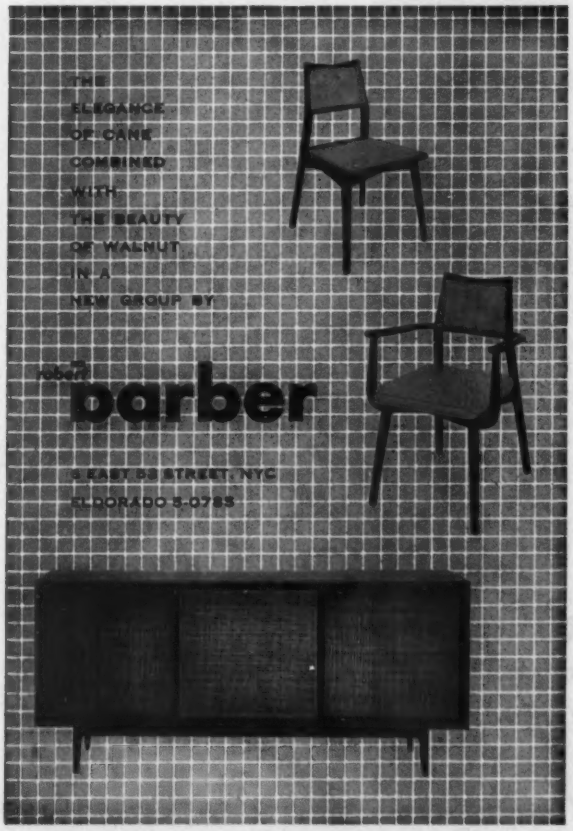

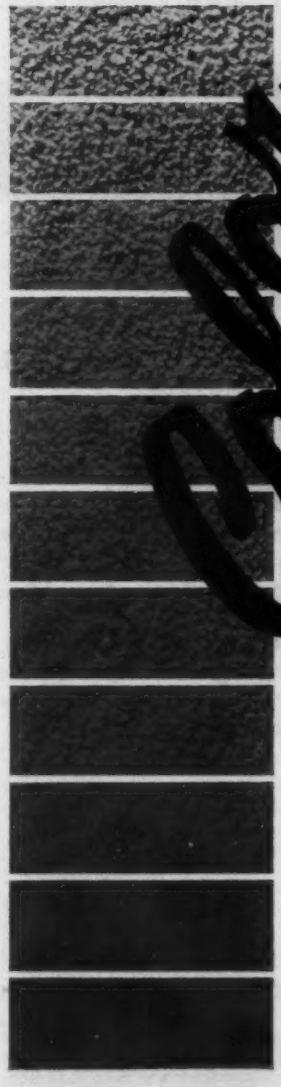

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This is a reminder that the National Homefurnishings Show opens at the New York Coliseum on October 14th and will run through the 25th. "The Spirited Sixties—A Decorating Forecast" is the theme of the Show as interpreted by members of The New York Chapter of the American Institute of Decorators, sponsors of the Show. Highlights include a series of ten rooms designed by Chapter members and a six-room house designed by John Vassos with T. H. Yardley as architect. Rooms in the house were also designed by Chapter members: living room, dining room and foyer by Hector Grant; kitchen by Ving Smith; bedroom by Joseph Freitag; study by Augusta Gassner, guest room by Raymond L. Toucher.

Errata

In our report on the Mid-Year Markets, Part I, which appeared in the August issue, the storage unit by Hugh Acton shown on page 108 should have been listed as being available at the showroom of Charles L. Orr, Inc., 325 North Wells Street, Chicago.

* * *

In the September issue on page 129, the flooring in the apartment designed by James Amster, A.I.D., should have been credited as follows: flooring in Tangier design using new patented process by Jules Roberts called "Parq-Inlay", a combination of wood and vinyl tile.

Continued on page 330

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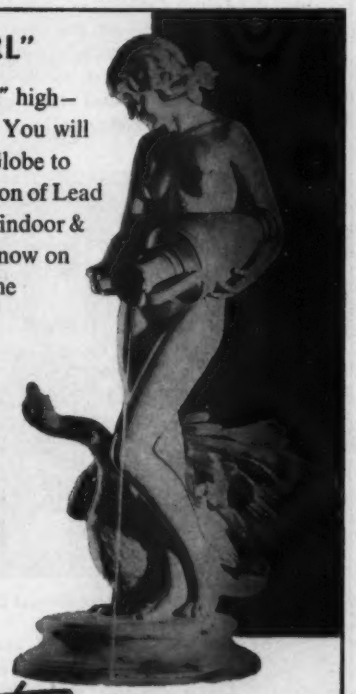

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Errata

In our report on the model apartments at Washington Square Village which appeared in the September issue, two photographs were inadvertently transposed: the den-bedrooms designed by Ellen Lehman McCluskey, A.I.D. and Joseph Freitag, A.I.D. They are shown here with the correct design credits.

Ellen Lehman McCluskey: "Village Sophisticate"

Den-bedroom is designed for man of the family with furniture from John Stuart's new "Portfolio' group by Mt. Airy; walls are covered in Vicrtex natural burlap pattern; H. B. Lehman-Connor sheer linen curtains are flanked by burlap drapery panels from Dazian's trimmed with black felt by Central Felt & Fabric Corp.; desk is lacquered gold which is repeated in Stark carpet with cane pattern, and color accents appear in photographs of travel scenes framed in wormy chestnut painted red, green, brown and ivory; Paul Hanson lamps.

Joseph Freitag: "International Collectors' Apartment"

Combination den and guest bedroom has bold color scheme of flame-orange walls, Thorp curtains and V'Soske rug, purple fringed Spanish rug from Clavos on daybed, contrasted with black tufted leather chair and bench from John Vesey; Omni-pole storage wall from Westcort offers space for books, Hi-Fi, desk and storage; rattan stools and chest from Luten, Clarey & Stern.

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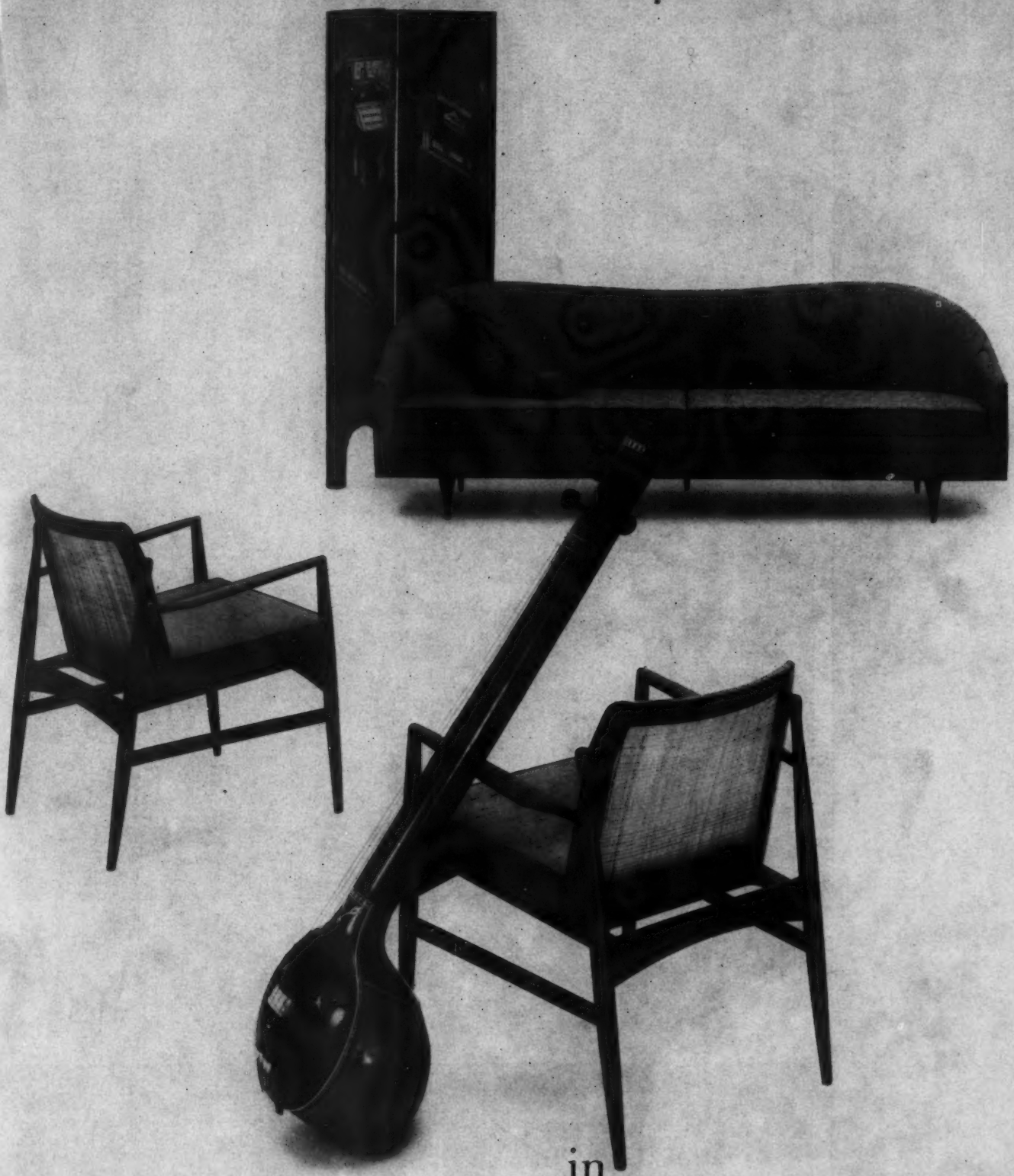

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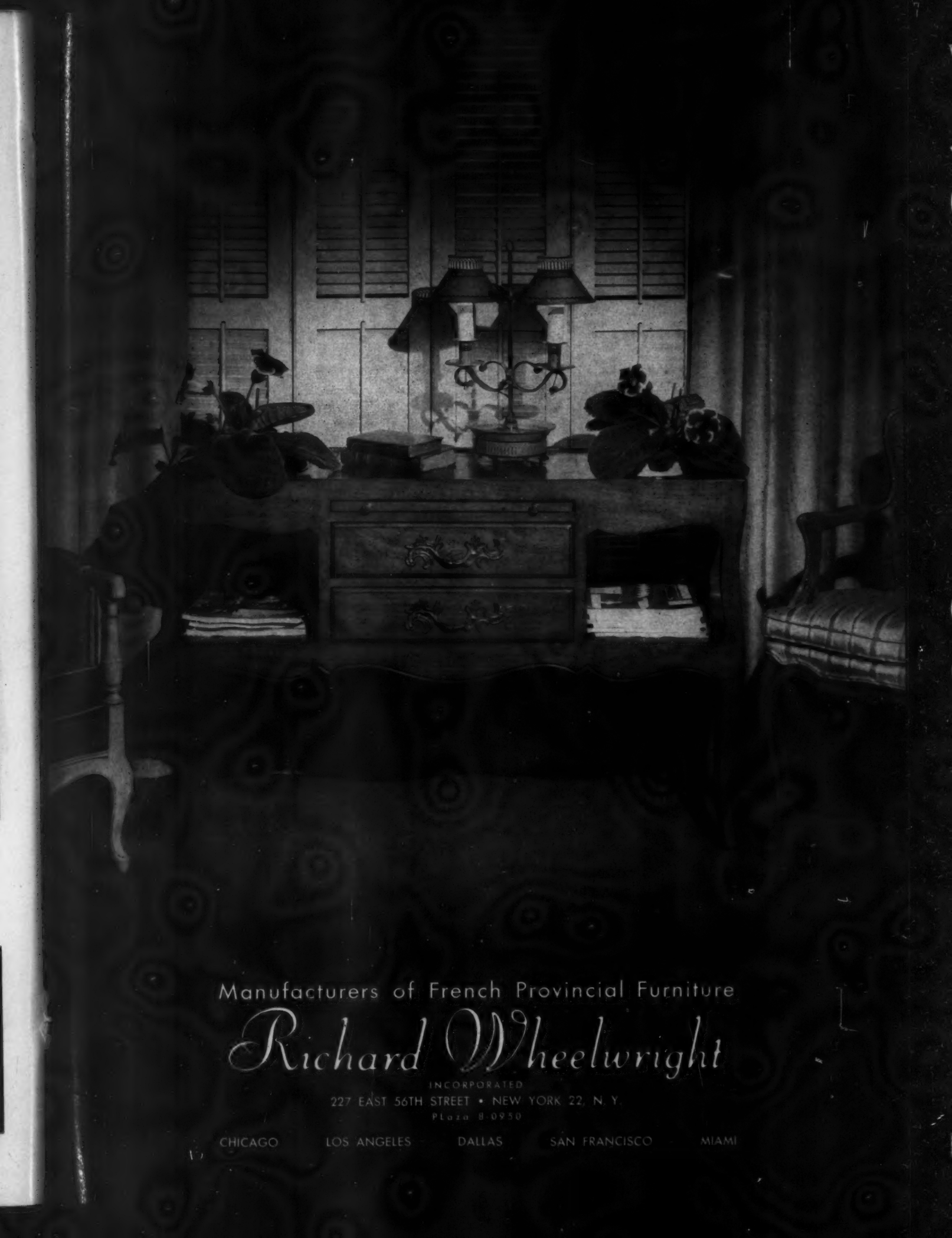
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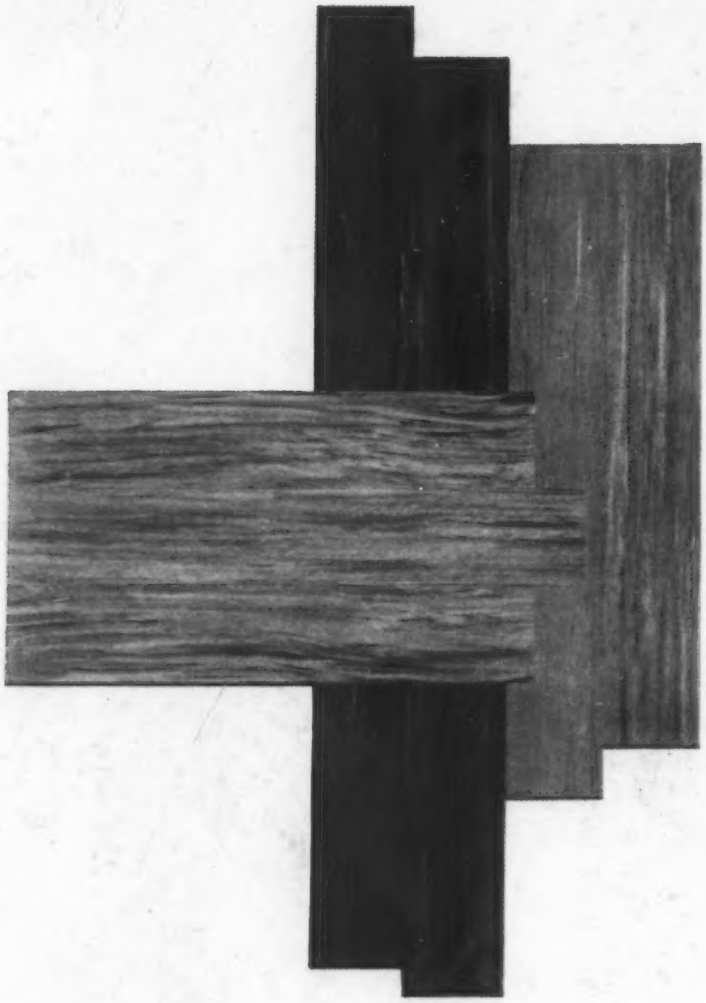

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